

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

-----X	:	
DR PEPPER/SEVEN UP, INC.,	:	
	:	
Opposer/Petitioner,	:	<u>Consolidated Proceedings</u>
	:	Opposition No. 91180742
- against -	:	Cancellation No. 92048446
	:	
KRUSH GLOBAL LIMITED,	:	
	:	
Applicant/Registrant.	:	
-----X	:	

79/033,050

**DECLARATION OF ANDREW D. SPRINGATE IN SUPPORT OF
OPPOSER/PETITIONER'S MOTION FOR SUMMARY JUDGMENT**

ANDREW D. SPRINGATE declares under penalty of perjury as follows:

1. I am Senior Vice-President of Brand Marketing of Dr Pepper Snapple Group, a corporation duly organized under the laws of Delaware, with its principal place of business at 5301 Legacy Drive, Plano, Texas. Opposer Dr Pepper/Seven Up, Inc. ("Opposer") is a fully-owned subsidiary of Dr Pepper Snapple Group. In this declaration, I will refer to Dr Pepper Snapple Group, its subsidiaries (including Opposer) and the predecessors of any of them as "DPSG."
2. I first joined a predecessor to DPSG in 2000 as Director of Brand Marketing (primarily overseeing the brands SUNKIST, A&W, HAWAIIAN PUNCH and COUNTRYTIME). I became the company's Director of Innovation in 2002, and was appointed to lead the DR PEPPER brand in 2004. In 2006, I assumed marketing responsibilities for all carbonated soft drink marketing, including CRUSH. I assumed my present position in October 2008. In my current position as Senior Vice President of Brand Marketing, I have marketing



responsibility for the company's entire beverage portfolio including carbonated soft drinks (including CRUSH), juices and teas.

3. I submit this declaration in support of Opposer/Petitioner's Motion for Summary Judgment.

4. I have access to the books and records of DPSG relevant to the matters covered herein. I confirm that the facts and matters set out herein are based on my own knowledge and from the records and documents of DPSG to which I have access.

I. BUSINESS OF DPSG AND DEVELOPMENT OF THE CRUSH BRAND

5. Formerly known as Cadbury Schweppes Americas Beverages, DPSG became an independent, publicly-trade company on May 7, 2008, following a demerger from Cadbury Schweppes plc (now Cadbury plc).

6. DPSG is the third largest North American refreshment beverage company. The company manufactures, bottles, markets and distributes more than 50 brands of carbonated soft drinks, juices, ready to drink teas, mixers and other premium beverages across the United States, Canada, Mexico and the Caribbean. Its operations generate nearly \$6 billion in annual revenue.

7. The history of DPSG's many brands spans more than 200 years, and the company's brand portfolio includes some of the most-recognized and best-loved beverages in the United States. In addition to its flagship DR PEPPER and SNAPPLE brands, DPSG's brands include 7UP, MOTT's, A&W, HAWAIIAN PUNCH, CANADA DRY, YOO-HOO, and, of course, CRUSH.

8. CRUSH soda had its beginnings in the early part of the last century. J.M. Thompson invented ORANGE CRUSH soda in Chicago in 1906. The formula was later perfected by Clayton J. Howell and Neil C. Ward, who partnered to incorporate the Orange Crush Company in 1916.

9. Although orange was the first flavor of CRUSH-branded beverages produced by the company, other flavors followed. LEMON CRUSH and LIME CRUSH were both added within a few years. GRAPE CRUSH was introduced in 1960, CHERRY CRUSH in 1962 and PINEAPPLE CRUSH in 1966. STRAWBERRY CRUSH was added in the mid-1980s. In the 1990s, CRUSH soda flavors also included CRUSH TROPICAL PUNCH and CRUSH PEACH. Additional flavors have been available in Canada.

10. CRUSH soda has been marketed nationwide since at least as early as the mid-1920s. By 1924, the company had more than 1,200 bottlers of CRUSH soda throughout the country.

11. Because of its long history and reputation, the CRUSH mark has become a hallmark not just of high quality soda, but of soda from a specific source: DPSG. The CRUSH mark is one of DPSG's most important assets.

II. DPSG'S CRUSH BRAND TODAY

A. CRUSH Soda

12. Today, ORANGE CRUSH is one of the strongest sellers in the orange soda category, and remains the most popular of DPSG's CRUSH sodas. However, ORANGE CRUSH is just one flavor in DPSG's current CRUSH beverage line, which also includes Diet Orange, Strawberry, Grape, Peach, Pineapple, Cherry and Tropical Punch.

13. Each CRUSH soda bears the CRUSH mark in a consistent stylized presentation, with the flavor designation signified by the addition to the CRUSH mark of the flavor name and appropriate graphic depictions of the relevant fruit. **Exhibit 1** attached hereto shows logos for each of the eight current CRUSH flavor varieties.

14. DPSG primarily sells CRUSH soda in concentrate form to its network of bottlers, many of which are independent of DPSG. DPSG's bottler network distributes CRUSH soda in consumer-ready packaging to wholesalers, who in turn distribute it to retailers. At the retail level, CRUSH soda is sold to consumers in 12-ounce cans (which may be sold individually or as part of 6, 12 or 24 packs), 12-ounce glass bottles (which may be sold individually or as part of 6 or 24 packs), 20-ounce plastic bottles, and 2-liter plastic bottles. Attached as Exhibit 2 are examples of some current packaging for CRUSH soda. CRUSH soda also is available in fountain form at select retailers, and DPSG sells CRUSH concentrate directly to retailers for this purpose.

15. Retail pricing of CRUSH soda is determined solely by retailers and generally is consistent with the price of other national soda brands. CRUSH soda is a relatively low-priced item. For example, the 2008 year-to-date average retail price of a 12-pack of 12-ounce CRUSH soda cans was \$3.22. Over the same period, the average price of a 20-ounce bottle of CRUSH soda was \$1.07.

16. CRUSH soda is sold throughout the United States through virtually every channel of trade in which consumers would expect to find soda, including through big-box general merchandisers (such as Wal-Mart and Target), supermarkets, grocery stores, drug stores, convenience stores, food and beverage service outlets and vending machines, as well as over the Internet. The penetration of CRUSH soda in each of these trade channels is extensive. For example, CRUSH soda is sold in nearly Wal-Mart stores, over Safeway supermarkets, over 1,300 Kmart stores, nearly Food Lion supermarkets, and over Kroger supermarkets.

REDACTED

17. DPSG markets CRUSH soda to virtually every consumer, regardless of age, socio-economic status, gender or any other characteristic.

18. For many years, CRUSH soda has enjoyed a high level of success, and sales of CRUSH soda continue to grow. Because DPSG largely sells concentrate to third party bottlers, it does not have precise information as to retail-level sales. However, based on the volume of concentrate sold by DPSG, it estimates that sales of CRUSH soda for the first six months of 2008 equaled more than billion ounces, equivalent to nearly million 24-packs of 12-ounce cans. (Because soda is sold in a variety of package types and volumes, the industry measures volume in "288 oz. equivalents," equal to one 24-pack of 12-ounce cans.) Estimated retail sales volume for the past eleven full years is shown below:

<u>Year</u>	<u>Volume</u> (in millions of 288 oz. equivalents)
2007	
2006	
2005	
2004	
2003	
2002	
2001	
2000	
1999	
1998	
1997	
TOTAL:	

REDACTED

19. CRUSH remains an integral part of DPSG's brand portfolio. DPSG has recently entered into a new agreement with Pepsi Bottling Group to make and distribute CRUSH soda in the United States. This is expected to almost double the U.S. market penetration of the CRUSH brand. In connection with this increased market penetration, DPSG is planning broad brand support

beginning next year. For 2009, DPSG has budgeted over \$ million for consumer marketing, over \$ million for trade support programs, and significant amounts to be paid to bottlers for local market funding. This would all be in addition to the advertising expenditures of the bottlers and retailers themselves. DPSG confidently forecasts sales of over million 288 oz. equivalents in 2009, nearly

20. DPSG's net revenues from its own sales of CRUSH concentrate and finished soda were

REDACTED

B. Licensed CRUSH Products

21. Owing to the long history and popularity of CRUSH soda, non-soda items bearing the CRUSH mark are in demand. Because DPSG is almost exclusively a beverage company, in order to satisfy the demand for non-soda CRUSH branded products, DPSG has for the last five years actively engaged in extensive licensing of the CRUSH mark. CRUSH is one of DPSG's most popular licensed brands due to its heritage and consumer awareness.

22. During the last five years, licensed products bearing the CRUSH mark have included the following:

Food

Creme cakes	Donuts	Cupcakes
Popsicles	Hard candy	Jelly beans

Clothing

T-shirts	Sleep pants	Socks
Baseball caps	Shorts	
Knit hats	Boxer shorts	

Accessories

Key chains	Change purses	Wallets
Tote bags	Lunch totes	Round pins

Stationery

Notebooks	Note pads	Folders
Book marks	Pencils	Pens
Markers	Highlighters	Stickers
Magnets	Glitter glue	

Home / Decor

Mugs	Air fresheners	Neon signs
Bar stools	Clocks	

Cosmetics

Lip balm/gloss

Exhibit 3 hereto depicts representative licensed goods.

23. Although every licensed product bears the CRUSH mark in some format, the licensed goods do not necessarily bear the CRUSH logo or word mark stylization as currently used in connection with CRUSH soda. Instead, the licensed goods bear a number of historical CRUSH logo and word mark stylization formats. **Exhibit 4** hereto includes a representative sample of historical CRUSH logos and word mark stylizations as licensed by DPSG.

24. DPSG does not keep track of licensing revenues on a per mark basis, and therefore it cannot provide its exact revenues from its licensing of the CRUSH mark. However, DPSG

estimates that its royalty revenues from sales of CRUSH licensed products have exceeded \$ so far in 2008 alone.

25. Licensed CRUSH products can be found at a variety of retail locations, including supermarkets and grocery stores, drug stores, convenience stores, mass merchandisers, department stores, discount stores, and over the Internet. DPSG estimates that sales of CRUSH licensed goods so far in 2008 have exceeded \$ million.

C. Advertising and Promotion of the CRUSH Mark

26. CRUSH soda has been widely advertised since the brand began in the early part of the 20th century.

27. The earliest advertisements for CRUSH soda appeared in print media. True and correct copies of some early advertisements for CRUSH soda are attached hereto as Exhibits 5-23.

Exhibit 5 shows a 1919 advertisement for CRUSH soda illustrated by Norman Rockwell. The dates of the other advertisements follow:

Exhibit 6:	1923	Exhibit 15:	1947
Exhibit 7:	1924	Exhibit 16:	1947
Exhibit 8:	1926	Exhibit 17:	1947
Exhibit 9:	1929	Exhibit 18:	1947
Exhibit 10:	1929	Exhibit 19:	1947
Exhibit 11:	1930	Exhibit 20:	1958
Exhibit 12:	1930	Exhibit 21:	1959
Exhibit 13:	1939	Exhibit 22:	1950s
Exhibit 14:	1939	Exhibit 23:	1980

REDACTED

28. Historical advertisements for CRUSH soda are popular collectors' items. Attached as **Exhibit 24** is a true and correct copy of sample CRUSH advertisements recently offered for sale on eBay.

29. Throughout the history of the CRUSH brand, CRUSH soda has been advertised in a variety of media, including in national and local newspapers and magazines (both consumer and trade), outdoor media (such as billboards), radio, television and the Internet.

30. The CRUSH mark not only receives exposure from DPSG's own advertising, but also from advertising conducted by third-party bottlers and retailers, which advertise CRUSH sodas and licensed CRUSH products in media such as the Internet and weekly circulars, as well as in-store placement and promotion. For example, **Exhibit 25** attached hereto consists of true and correct copies of representative printouts from third party websites who offer CRUSH products online. Such local advertising has been the primary form of marketing support for CRUSH soda over the last few years, and has been particularly prevalent in the Midwest where sales of CRUSH soda are strongest. The cost of these local advertisements are borne exclusively by retailers who are not required to advise DPSG of their advertising expenditures. DPSG also has used outdoor media in key markets to advertise CRUSH soda in recent years.

31. DPSG's expenditures on CRUSH marketing were

REDACTED

32. DPSG also markets the CRUSH brand through its own website. Information on the CRUSH brand currently can be found at <http://www.drpeppersnapplegroup.com/brands/crush/>.

This particular page was view nearly 7,000 times just from May through September 2008.

33. The CRUSH brand also is promoted through less traditional methods, such as shelf placement. CRUSH beverages can be found in over retail stores in the United States, including large format stores such as Wal-Mart and grocery stores, and in an additional fast-food outlets.

34. Owing to the reputation, popularity and long history of CRUSH soda, the company regularly receives requests to allow the CRUSH brand to be shown in films, television programs, and in books. For example, ORANGE CRUSH soda was prominently featured in the popular 1990 movie *Joe Versus the Volcano*, starring Tom Hanks and Meg Ryan. DPSG also has recently granted third parties permission to reference ORANGE CRUSH in the films *Leatherheads* (2008), *The Shortcut* (projected release 2009), and *Bolden!* (projected release 2010), and in the prime time television show *Swingtown* on CBS. DPSG earlier this year granted permission for a variety of historical ORANGE CRUSH bottles to be depicted in an anticipated forthcoming book by Michael Rosman, and for ORANGE CRUSH soda to be referenced in an anticipated recipe book *Sodalicious Cooking Fun with Soft Drinks!* By Kathy Kaiser. Of course, DPSG is very careful about safeguarding the image of its CRUSH brand, and does not grant every third-party request to feature the CRUSH brand. For example, in the past year, DPSG has refused permission for CRUSH to be featured in a film based on George Orwell's *Animal Farm*, and has denied a radio station's request to use the CRUSH mark on flying discs (e.g., FRISBEE brand toys).

35. The CRUSH mark also is frequently referenced in fiction and other books. Attached as Exhibit 26 is a small sample of such books available on Amazon.com.

36. As a result of the cultural references to the CRUSH brand in movies, television programs, and books, the CRUSH mark is exposed to far more people than might see it through traditional means of advertising.

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D. Consumer Awareness of the CRUSH Brand

37. DPSG commissions Ipsos S.A., a global market research company, to conduct monthly consumer surveys in connection with DPSG's business. These surveys seek respondents in the general population of the United States aged thirteen years and older. DPSG relies on the results of the Ipsos quarterly surveys in the conduct of its business for various purposes.

38. Among other things, the quarterly Ipsos surveys track consumer awareness of some of DPSG's brands. In the most recent survey conducted on behalf of DPSG (Quarter 2, 2008), aided consumer awareness of ORANGE CRUSH was %. The aided awareness level for ORANGE CRUSH for the full year 2007 was %.

E. DPSG's Enforcement of the CRUSH Marks

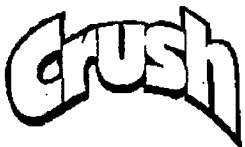
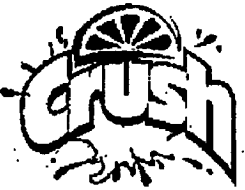
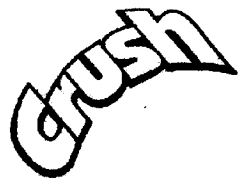
39. DPSG actively polices its CRUSH mark. DPSG employs a trademark watch service to monitor trademark applications for potentially confusing and/or dilutive marks. DPSG also vigilantly scans the marketplace for infringing marks.


40. When DPSG discovers a potentially infringing mark, it does not hesitate to take action. Since 2000, DPSG has initiated over 17 challenges to applications to register trademarks on the federal registry, filing eight opposition proceedings and nine requests for extensions of time to oppose that did not result in an opposition proceeding. Exhibit 27 attached hereto consists of a list DPSG's challenges to third party marks in the United States Patent and Trademark Office ("USPTO"). To date, DPSG's efforts in the USPTO since 2000 have resulted in nine third-party applications being abandoned. Most of the other matters were either resolved through coexistence agreements or are still outstanding.

REDACTED

E. Registration of the CRUSH Mark

41. The CRUSH mark is a property of incalculable value to DPSG. To protect that value and its rights, DPSG has registered in the United States several trademarks consisting of or incorporating the CRUSH mark for a variety of goods as follows:

Mark	Reg. No.	Reg. Date	Class	Goods/Services
CRUSH	187,791	Aug. 12, 1924	32	Non-alcoholic, maltless beverages and concentrates and compounds for making the same
ORANGE CRUSH	683,361	Aug. 11, 1959	32	Nonalcoholic, maltless, orange flavored beverages and concentrates and compounds for making the same
CRUSH	1,424,931	Jan. 13, 1987	25	Clothing, namely, shirts, visors, t-shirts, jackets, caps
CRUSH	2,536,979	Feb. 5, 2002	30	Confectionery, namely, soft candies
	2,418,265	Jan. 2, 2001	32	Soft drinks and concentrates for making the same
	2,418,266	Jan. 2, 2001	32	Soft drinks and concentrates for making the same
CRUSH	2,895,772	Oct. 19, 2004	30	Confectionery, namely candy
	3,209,282	Feb. 13, 2007	3	Cosmetic products, namely lip balm and lip gloss

Mark	Reg. No.	Reg. Date	Class	Goods/Services
	3,289,137	Sept. 4, 2007	30	Frozen novelties, namely, frozen confections

All of the registrations referenced above are valid and subsisting, and are owned by Opposer.

IV. DPSG AND KRUSH GLOBAL LIMITED

42. DPSG has no business relationship with Krush Global Limited ("Krush Global"), the applicant in this opposition proceeding. DPSG has never authorized or otherwise permitted Krush Global to use the CRUSSH marks at issue in this proceeding. There has never been any consent agreement, assignment, license or any other agreement between DPSG and Krush Global relating to the use of any of the marks at issue in this proceeding.

V. HARM TO CONSUMERS AND DPSG

43. I strongly believe that Krush Global's registration and use of the CRUSSH mark for restaurant services in the United States would cause confusion among consumers. There is little doubt in my mind that consumers who see a café or food shop named CRUSSH would think it is associated with DPSG's well-known CRUSH soda brand.

44. As a result of my experience in the beverage industry, I am aware of beverage marks such as STARBUCKS being used both for products and as the names of food and beverage service establishments. In fact, two of DPSG's own brands are in this category: A&W and STEWART'S.

45. A&W is a chain of fast food restaurants, established in 1919, well-known for root beer. There are currently over 1,000 A&W restaurant locations across the United States. Distribution of A&W root beer outside of the restaurants at third-party retailers began in 1971.

DPSG currently markets A&W root beer, diet root beer, cream soda and diet cream soda in bottles, cans and in fountain form, and licenses the A&W mark to Yum! Brands, Inc. for use in connection with restaurant services.

46. STEWART'S is a 1950s-style fast food restaurant chain, with franchised locations concentrated in New Jersey, Pennsylvania, Maryland, Kentucky, West Virginia and Ohio. Stewart's Drive-Ins were well-known for their fountain drinks, particularly root beer. DPSG has been the exclusive licensee of the STEWART'S mark for sodas since 1989. DPSG has been distributing STEWART'S FOUNTAIN CLASSICS sodas since 1990 at supermarkets and grocery stores, drug stores, convenience stores and other retail locations throughout the United States. As a result, there is use of STEWART'S for both a food chain and for beverages offered by companies with a business relationship

47. Because consumers are familiar with beverage brands being used in connection both with products sold at retail and food service establishments, consumers would naturally but wrongly assume that a CRUSSH food service outlet was associated with the well-known CRUSH soda brand. These false associations between the CRUSH and CRUSSH marks would harm DPSG and the CRUSH brand, as CRUSH would no longer be associated exclusively with DPSG and the hard-won and long-established goodwill built up in the CRUSH brand would therefore be weakened if not destroyed.

VI. MARKET KNOWLEDGE


48. I have worked in the beverage industry for twelve years, including both my career at DPSG and earlier positions with The Coca-Cola Company where I worked with the FRUITOPIA, SPRITE and CITRA brands.

49. In my extensive history in the beverage industry, I have never come across "crush" as a term used commonly to designate fruit juice or any other beverage product other than DPSG's CRUSH-brand soda.

50. I am not aware of any third-party use of the mark CRUSH or any phonetically equivalent marks, whether alone or in combination with any other terms, in connection with beverages in the United States.

The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, declares that all statements made of his own knowledge are true; and all statements made on information and belief are believed to be true.

Declared under penalty of perjury this 31th day of October, 2008 at Plano, Texas.


Andrew D. Springate

CERTIFICATE OF SERVICE

I hereby certify that I caused a true and correct copy of the foregoing **Declaration of Andrew D. Springate in Support of Opposer/Petitioner's Motion For Summary Judgment** to be deposited with the United States Postal Service as First Class mail, postage prepaid, in an envelope addressed counsel for applicant, Jason Drangel, Esq., 60 East 42nd Street, Suite 820, New York, NY 10165, this 7th day of November, 2008.

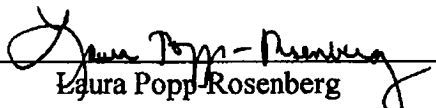
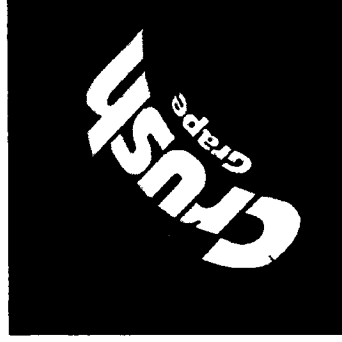

Laura Popp-Rosenberg

EXHIBIT 1



Crush Flavor Line



❖ Available Packaging

- 12 Pack
- 2 Liter
- 20 oz
- other packaging can be developed based on need.



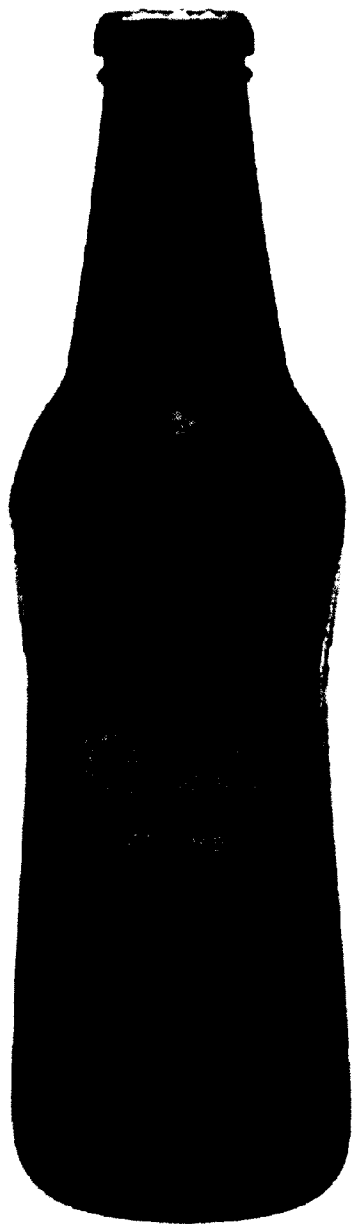
EXHIBIT 2











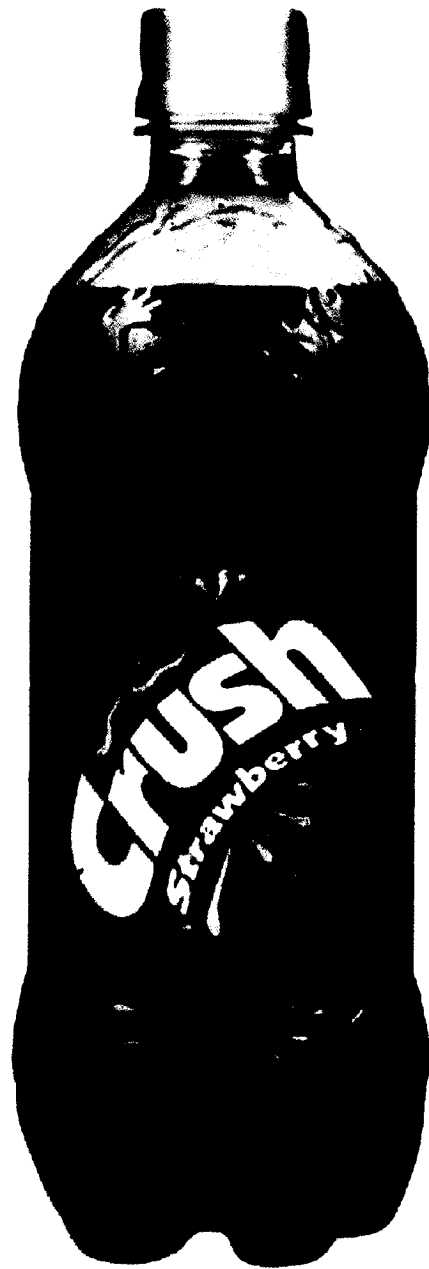




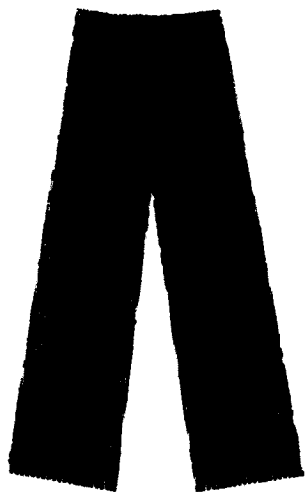


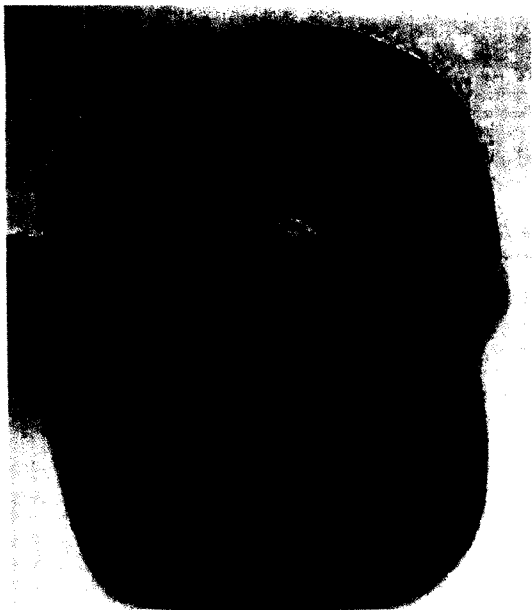
EXHIBIT 3

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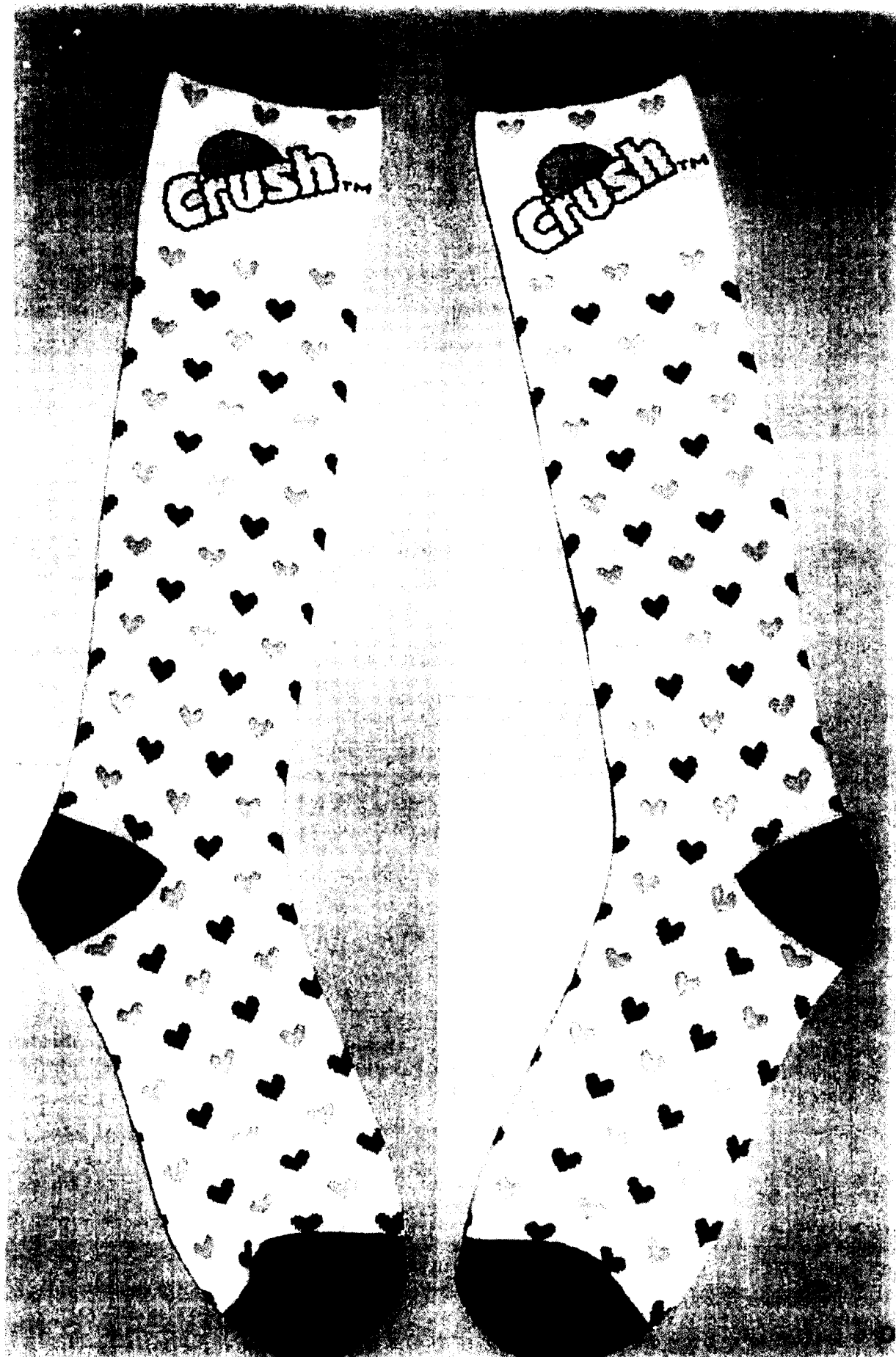
CONFIDENTIAL



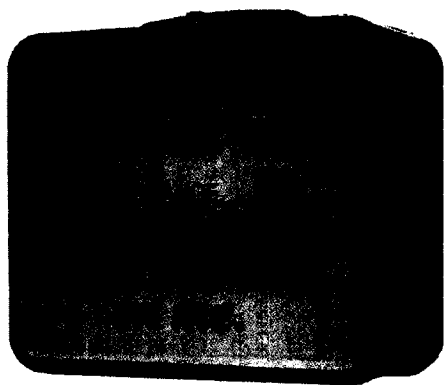


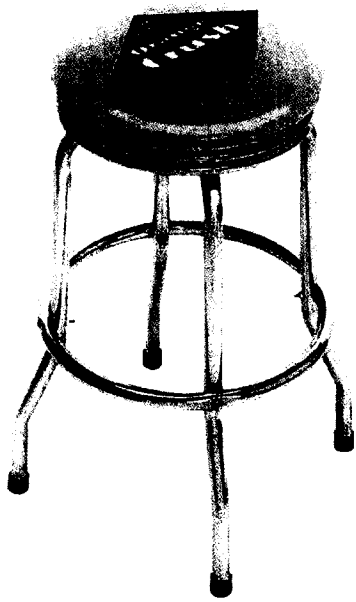


S26-960227-02 DSSK0002



PSU 000213





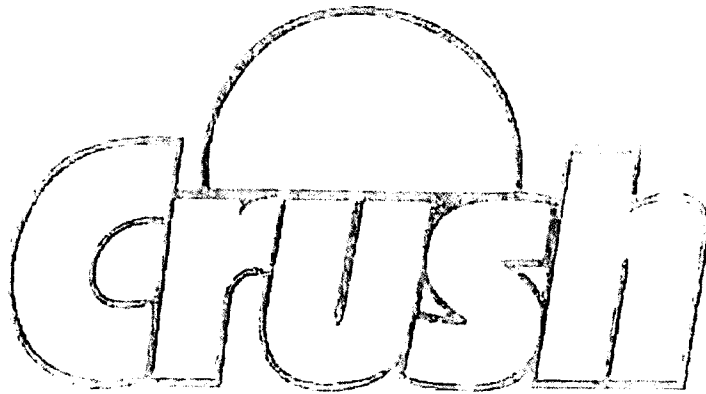
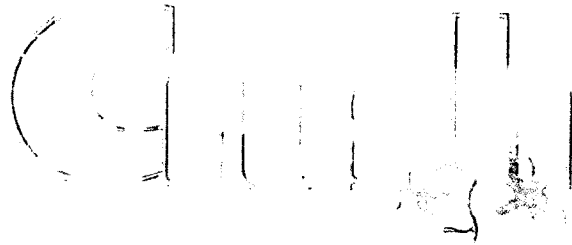
FEEL
FRESH!
DRINK



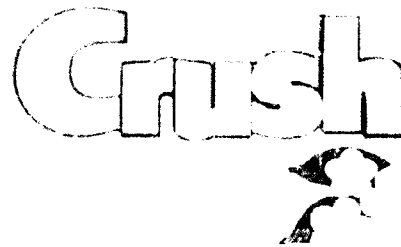
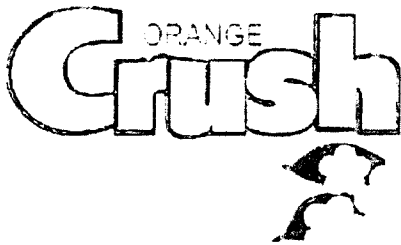


EXHIBIT 4

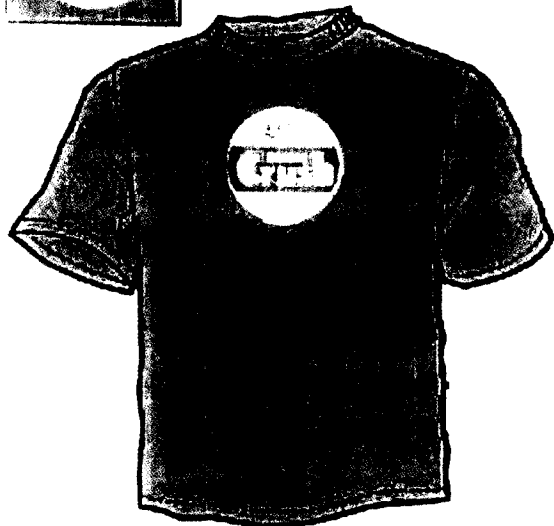
SCHEDULE D
CATEGORY 1 LICENSED MARKS
(Historic Marks)
Page 3 of 10



SCHEDULE D
CATEGORY 1 LICENSED MARKS
(Historic Marks)
Page 4 of 10



Finishing Sticker



For additional
Body Styles

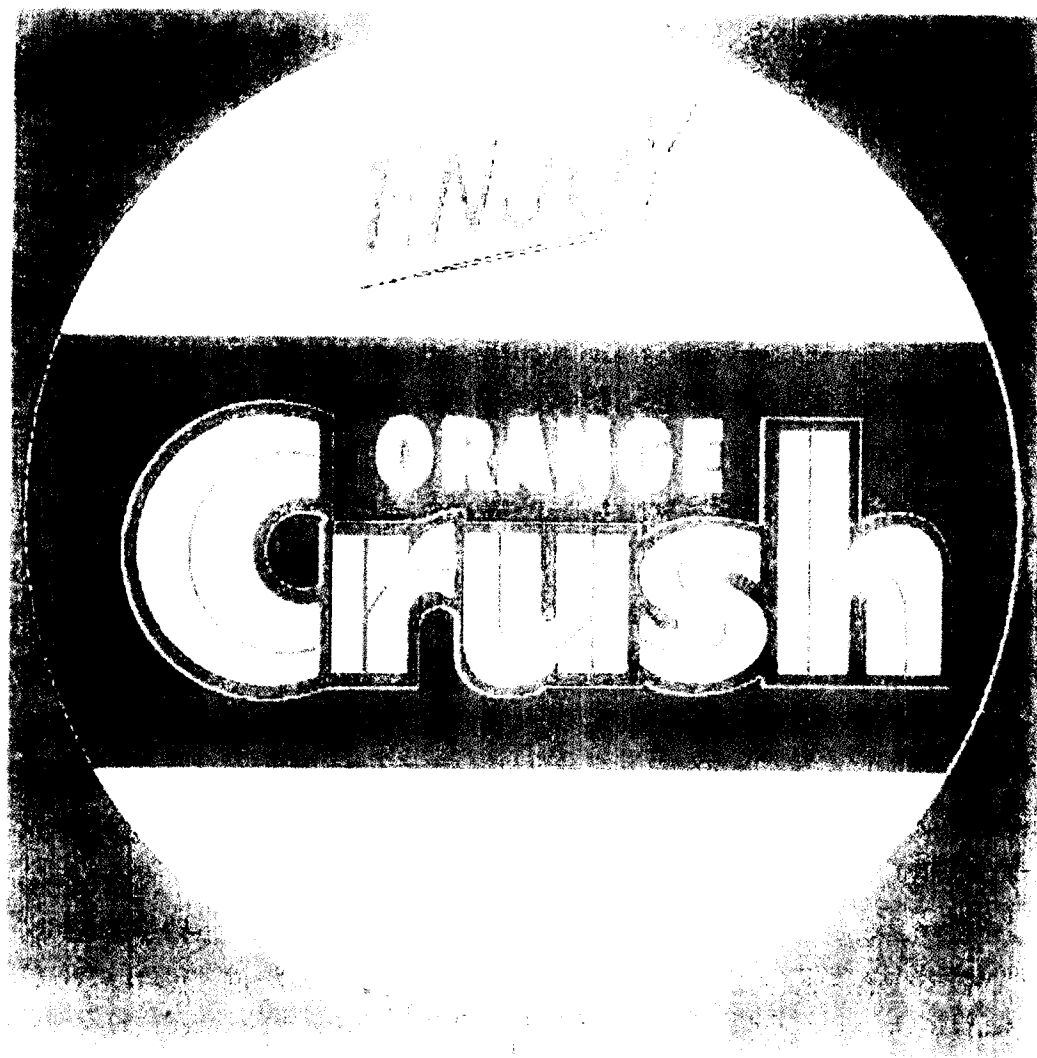
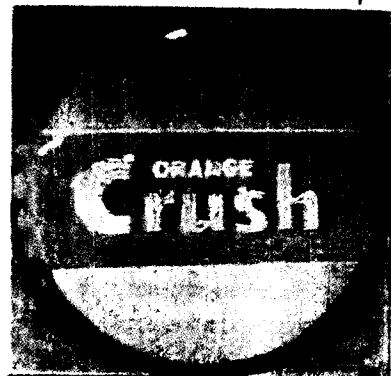
- SHORT SLEEVE
- LONG SLEEVE
- HOODED FLEECE
- ARNOLD
- WILLIS

3040
Orange Crush Cap

100% COTTON ENZYME WASHED VINTAGE
SOFT ADULT FITTED TEE SHIRT AVAILABLE
IN LONG AND SHORT SLEEVE (DOM)

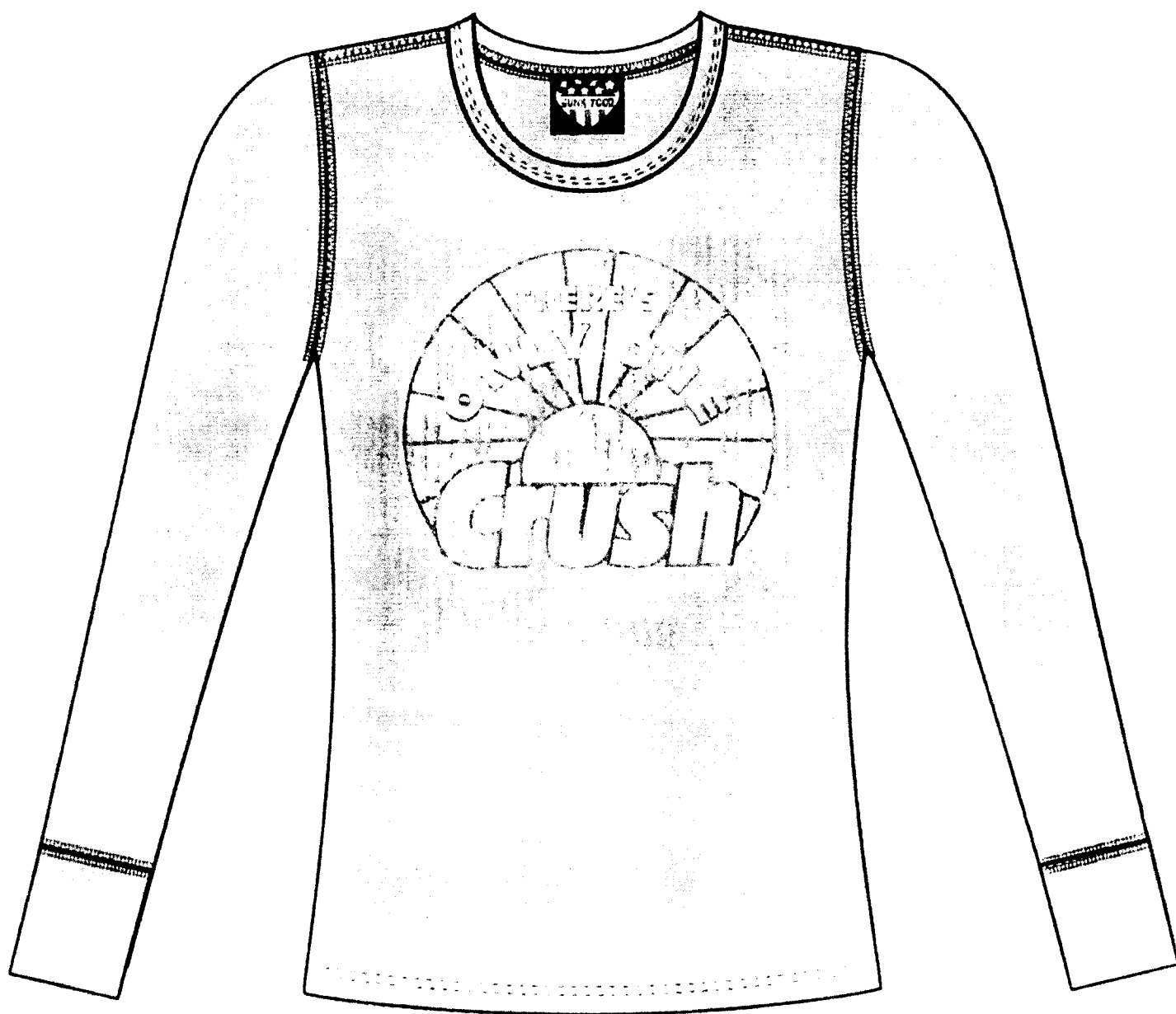
Green

Art concept was based on Crush Cap 3040



Crush used under license

DPSU 000031



Style# DR135-499
Grass

Finishing Sticker



For additional
Body Styles

- SHORT SLEEVE
- LONG SLEEVE
- HOODED FLEECE
- ARNOLD
- WILLIS



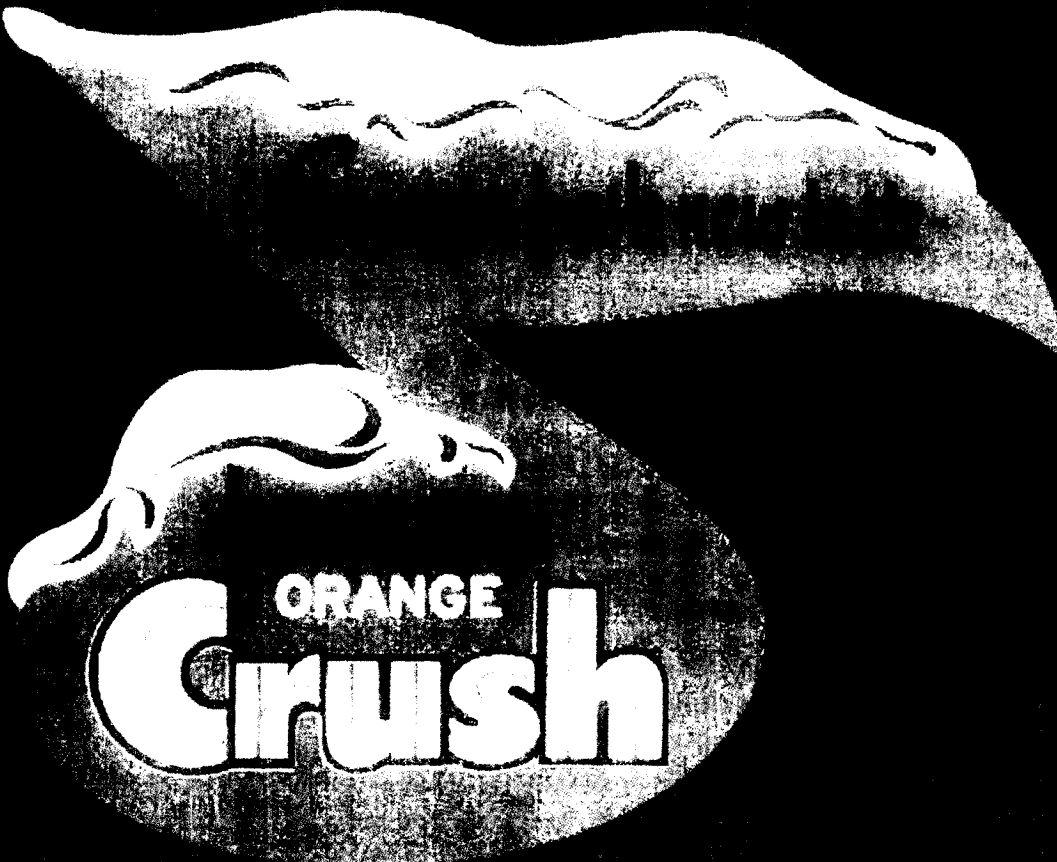
Side 2

06-071
Orange Crush - Crush Note
(Orange Crush Have a Crush)

100% COTTON ENZYME WASHED VINTAGE
SOFT ADULT FITTED TEE SHIRT. AVAILABLE
IN LONG AND SHORT SLEEVE. (DONT)

Blue, Orange

ORANGE
Crush



Crush used under license.

Crush used under license

General Info:

Style Name: Crushy1

Team: Crush

Size: Ladies - 56cm

6 Panel: Low Crown

Backram: No

Pre-Curved Visor: Yes

or Stitching: 4 Lines

Closure: Velcro

Fabric: 100% Garmet Washed Cotton

Created by: nb

Date Created: 03.02.6

CRU03026nb01

Fabric Colors:

Crown:

Visor:

Under Visor:

Eyes/ets: Match PMS 157

Button:

Closure:

Sweatband:

Inner Panel Binding: Match PMS 157

Crush



Front Application:

PMS 4895

PMS 157

PMS 239

Front Graphic:

PMS 4895

PMS 157

Crush

ORANGE
CrushTM





Style# DR188-3081
Tomato

CLL
CLL

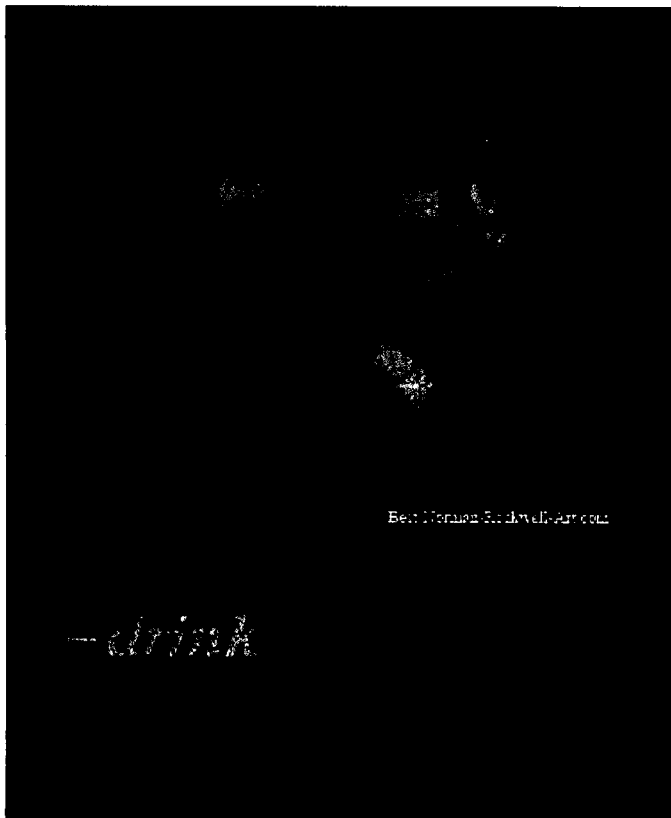




Style# DR135-0196
Grass

DPSU 000182

EXHIBIT 5



Best Women Bookshelf.com

-drink

EXHIBIT 6

REPORT NO. 19-20



Orange-Crush — what a pal for thirst —
Open up the "Krinkly Bottle." See it sparkle,
mellow and golden. There is no drink like
Ward's Orange-Crush and there is no
bottle like the "Krinkly Bottle." Ask for a
Ward's "Crush" when thirsty. In ordering
remember the "Krinkly Bottle" always
identifies the genuine.

ORANGE CRUSH COMPANY, Chicago, U. S. A.
 67 Qa Tower Street, London, E. C. 4
 Orange-Crush Company, Ltd., Winnipeg, Manitoba, Canada

Ward's
Orange CRUSH

The World's
LONGEST-CHAINED LIQUOR STORE
The new distance record is 67,100
feet of Chain-O-Grocery
—with Automatic Cashiered
Buy Check, Inventory System.
Ask any retail liquor dealer for flow

[illegible]

EXHIBIT 7

THE SATURDAY EVENING POST

July 19, 1906

Ward's Orange

THERE'S one thing that "hits the spot" in everybody everywhere—all over the world. And that's Ward's Orange-Crush (Lemon-Crush and Lime-Crush, too). It popularized the orange drink overnight. From pushing to 300,000,000 bottles per annum in a few years. Imitations followed, of course.

But they haven't equalled the flavor or the favor. There's a difference in Ward's Crushes that's born of Ward's secret process. These sparkling, wonderful beverages have an individuality that once you try them will introduce you to a new and delightful taste sensation.

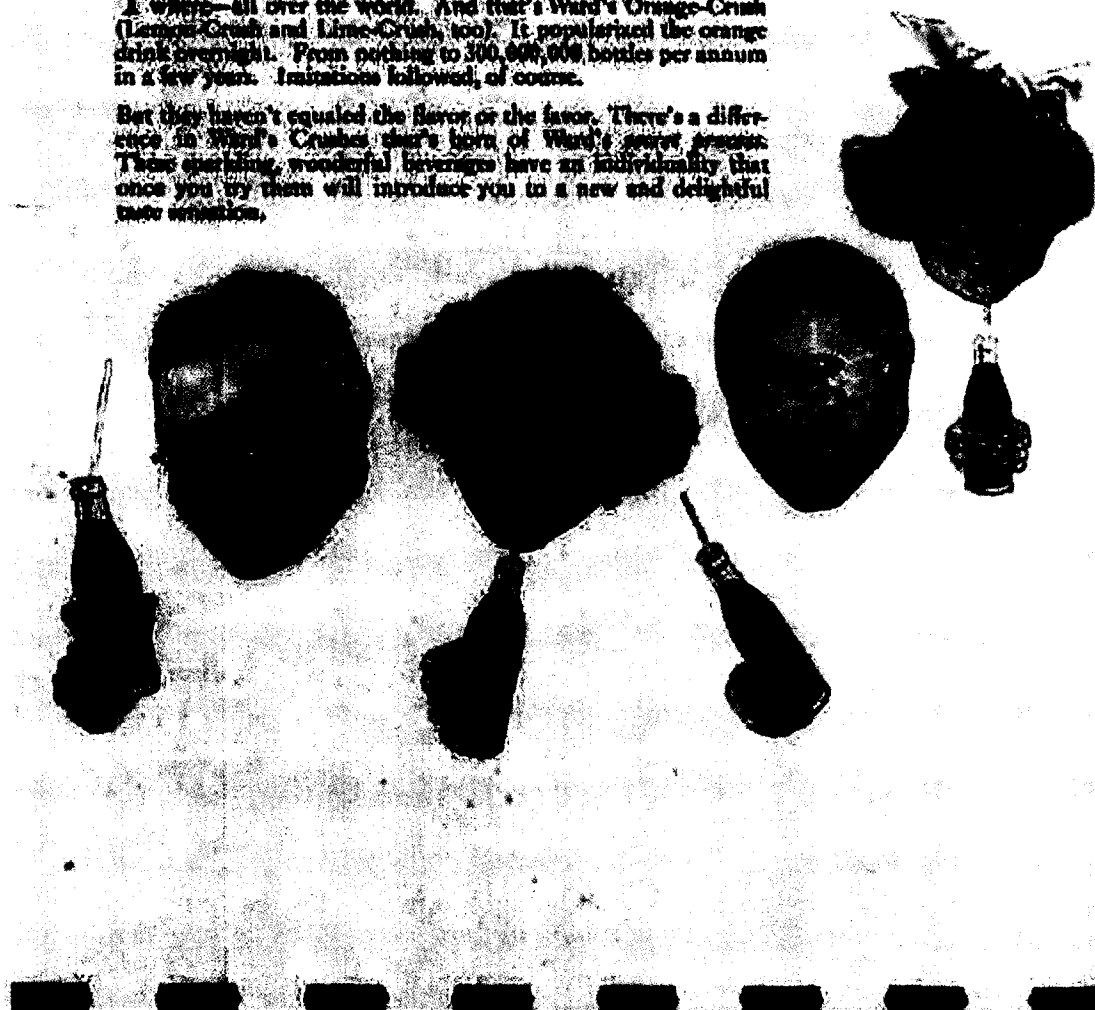


EXHIBIT 8

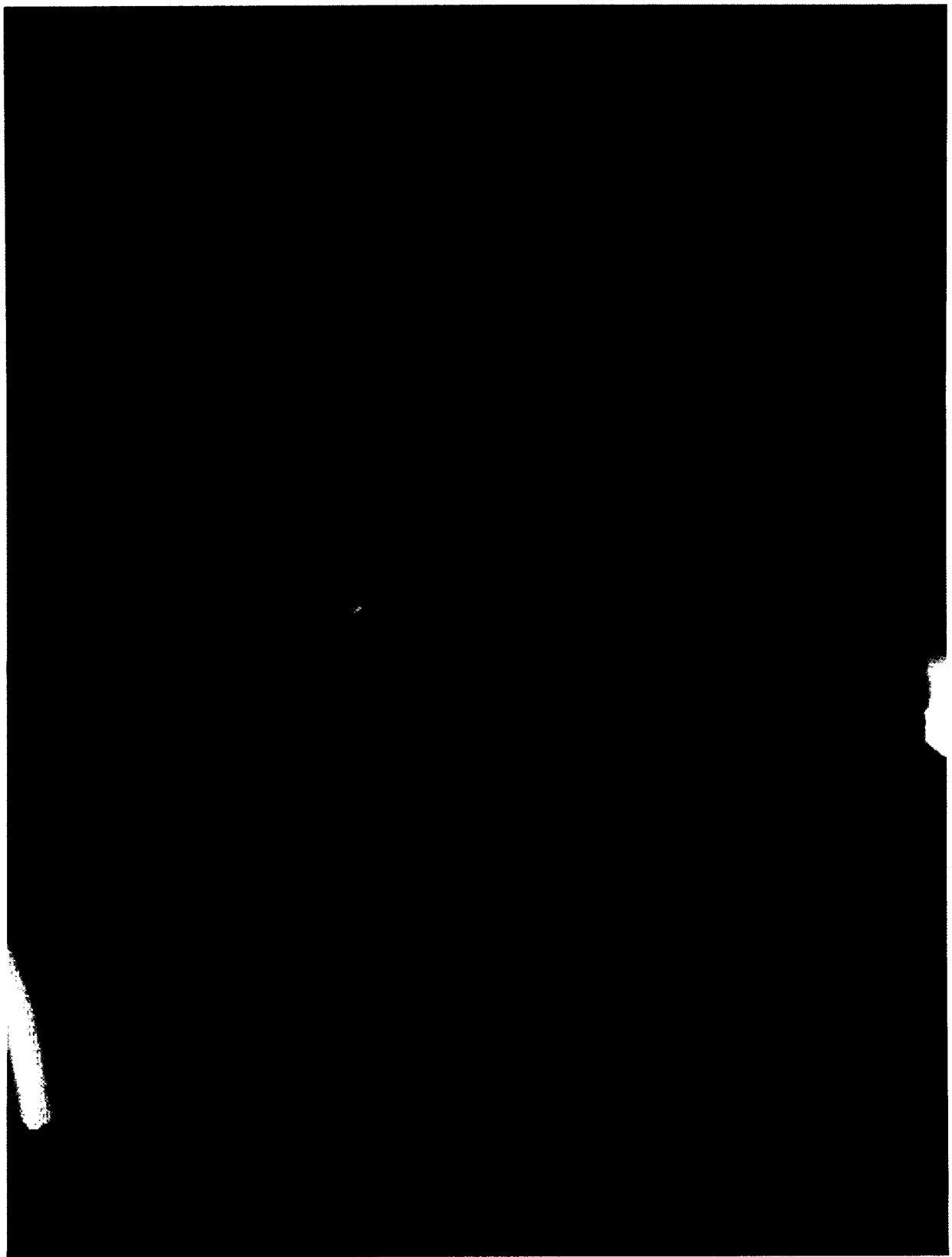


EXHIBIT 9



EXHIBIT 10

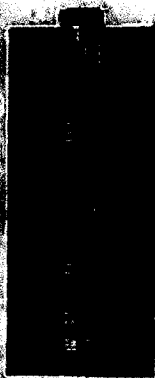
What

are your childrens Nickels buying?

Play safe these thirsty days! Teach the youngsters to buy healthful Orange-Crush—endorsed by Medical Authorities as a “pure, wholesome fruit beverage.”

Orange-Crush is kind to kiddies because it is simply the juice-richest, tree-ripened oranges made into a golden whole-fruit beverage. All the sun-rich juice and zestful flavor of the peel, all the healthful goodness of the pulp—with a dash of sugar, citrus fruits and for long—pure food color and sparkling water added to make it wholesome drink as delicious as the fruit itself.

Never confuse Orange-Crush with “pop.” Sold in clean, sterilized “Krinkly” bottles. **Keep on—**



Read the label to know your
Orange-Crush is made of all fruit
juice by the National Orange Juice
Association, Inc., New York, N.Y.

Orange Crush

Wm. A. Dick

EXHIBIT 11

**KNOW
WHAT
YOU'RE
DRINKING**

- ALONG THE ROAD

NEET "CRUSHY!"
—he identifies **THIRST AND STATIONS** where Orange-Crush is sold, always icy cold—

—At stands in the
"Kool-Aid" bottle
—and at all fountains
by the glass

STOP—where you see the Orange-Crush sign—for it drink you know is pure and fresh and delicious: the golden juice of luscious oranges, gloriously fresh . . . piquant with taste of peel . . . filled with tasty vitamin-laden flecks of pulp. Nature's own beverage, fresh from fragrant orange groves . . . made doubly refreshing with a tasty dash of lemon juice and . . . a hint of sugar and pure food color. Carbonated with sparkling water . . . to give it that exhilarating, thirst-quenching tang. Green drinks—pink drinks—purple drinks—"pops"—but only one Orange-Crush, the glorious golden hue of the fruit itself . . . and twice as refreshing!

Orange-Crush

Made from **FRESH** Oranges

EXHIBIT 12

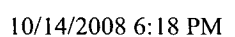


EXHIBIT 13



EXHIBIT 14

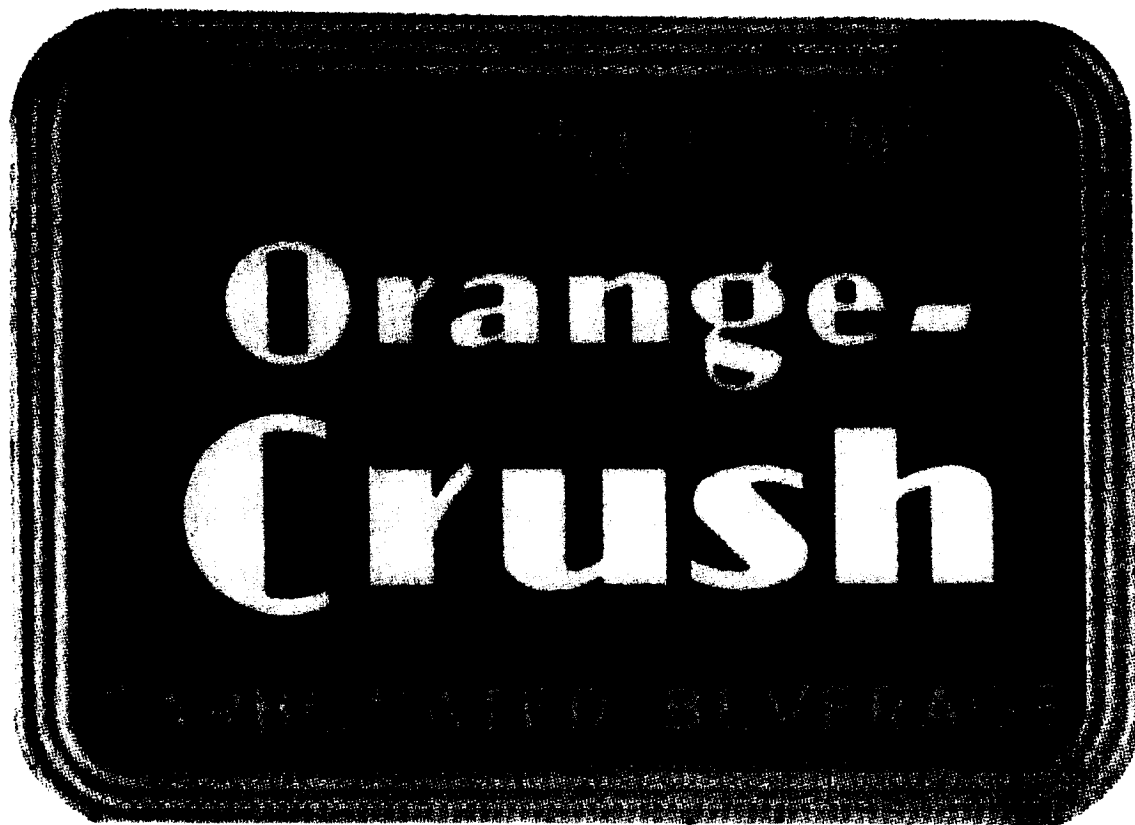


EXHIBIT 15



EXHIBIT 16



EXHIBIT 17



EXHIBIT 18

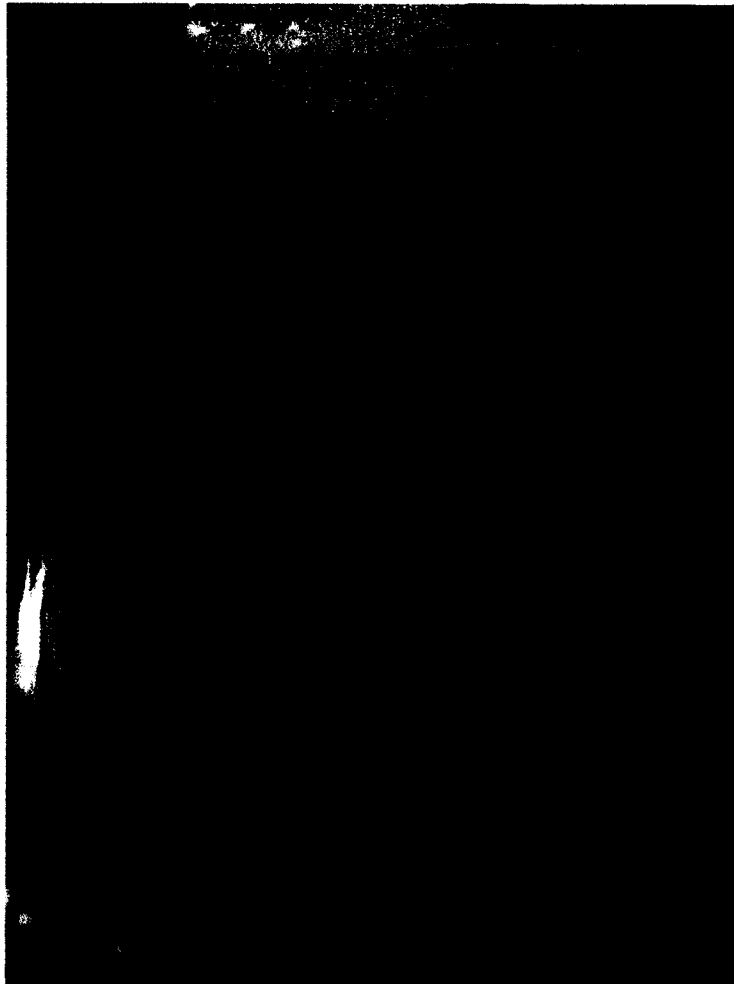


EXHIBIT 19

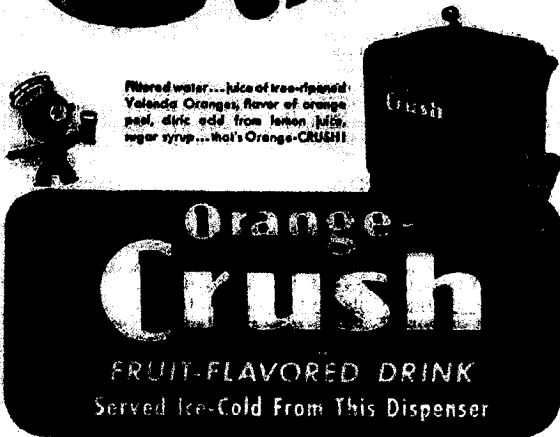


EXHIBIT 20

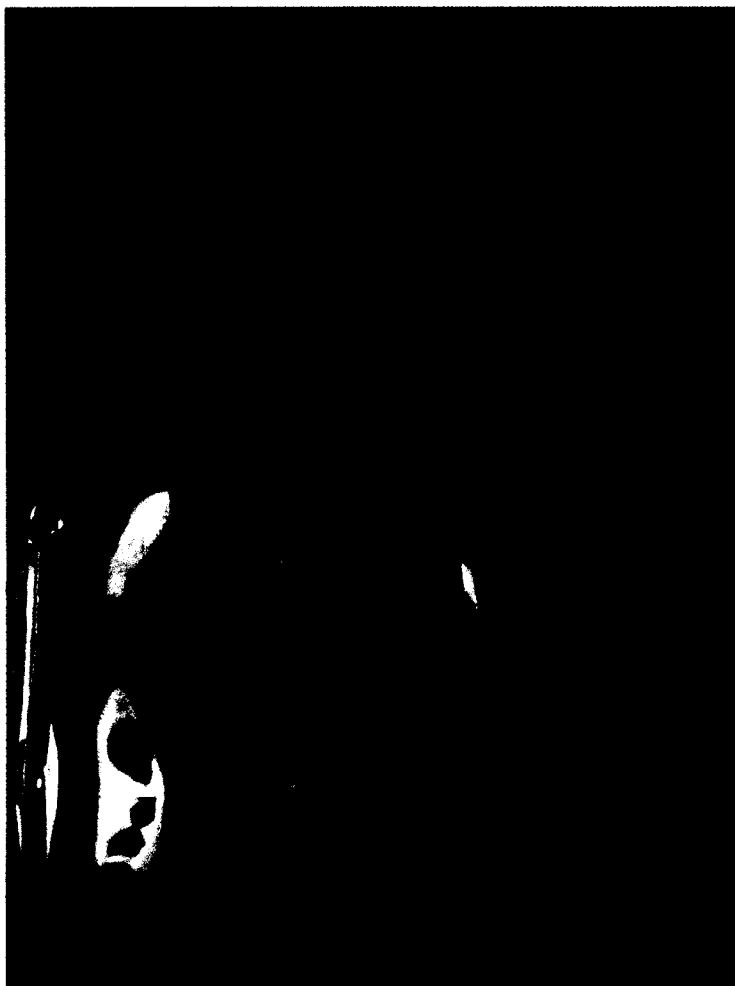


EXHIBIT 21

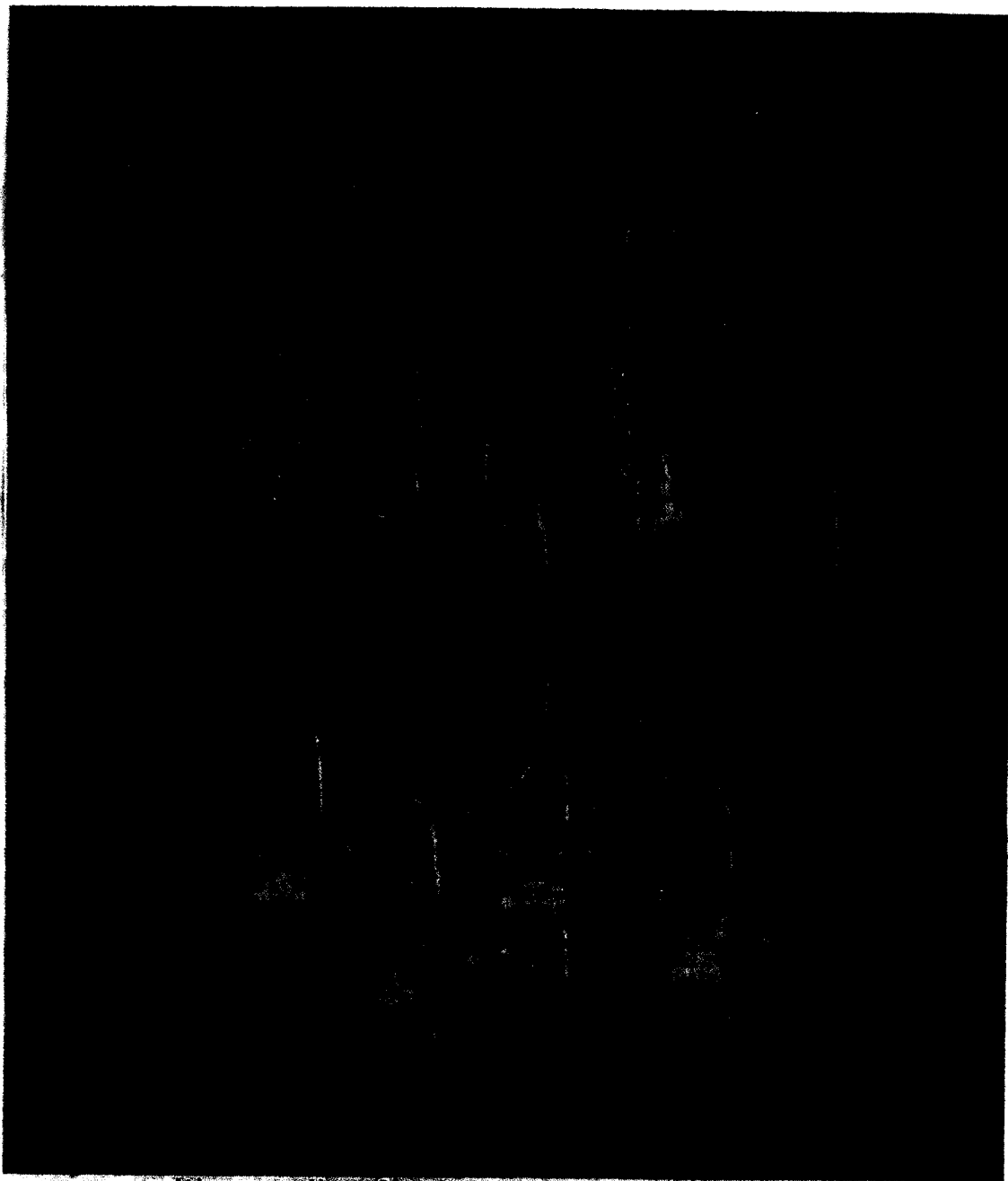
Relax a while!

When you're stressed and need some
relaxation, you'll find relaxing
with CRUSH adding so much to
those special moments of pleasure.
Record, sunshine bright Orange
CRUSH always leaves you with a
smile. So, relax. Have an Orange
CRUSH soon, wherever you are,
and do a little relax a while.

Relax with CRUSH since 1912

CRUSH is a registered trademark of
The Coca-Cola Company, Atlanta, Georgia

EXHIBIT 22



with a cooling Crush ice cream soda made with

ORANGE
Crush

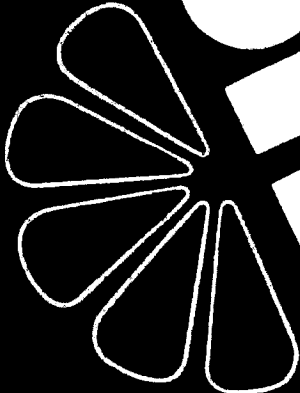
GRAPEFRUIT
Crush

STRAWBERRY
Crush

GRAPE
Crush



EXHIBIT 23

 **usn**[®]
Orange

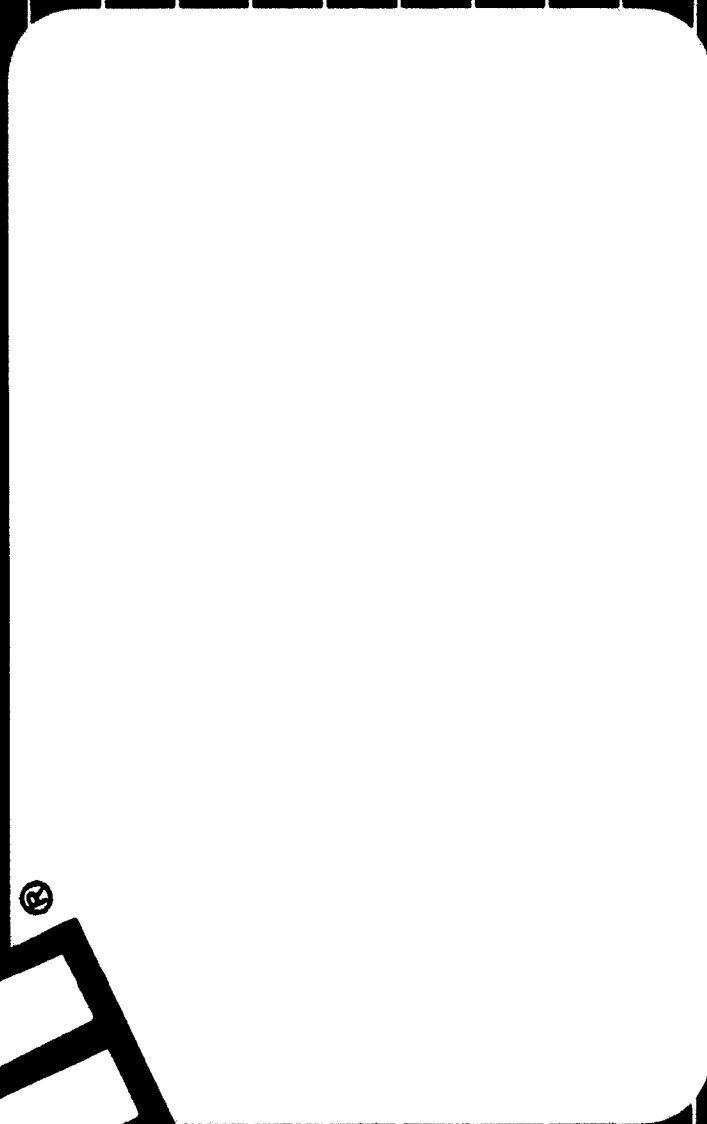


EXHIBIT 24



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[Back to list of items](#)Listed in category: [Collectibles](#) > [Advertising](#) > [Soda](#) > [Orange Crush](#)Buyer or seller of this item? [Sign in](#) for your status[Watch this item](#) in My eBay[View larger picture](#)**Buy It Now** price: **US \$5.00** [Buy It Now >](#)

Shipping costs: **US \$5.00 (discount available)**
 US Postal Service Priority Mail®
 Service to **United States**

Ships to: **United States**

Item location: **East Moline, Illinois, United States**

You can also: [Watch This Item](#)

Get [SMS](#) or [IM](#) alerts | [Email to a friend](#)

Meet the sellerSeller: [warhol6969](#) (490 ★)Feedback: **99.8 % Positive**

Member: since Jul-09-07 in United States

- [See detailed feedback](#)
- [Ask seller a question](#)
- [Add to Favorite Sellers](#)
- View seller's other items: [Store](#) | [List](#)
- Visit seller's Store: [East-Moline-VintageAdvertising](#)

Buy safely**1. Check the seller's reputation**

Score: 490 | 99.8% Positive

[See detailed feedback](#)**2. Check how you're protected****PayPal** Up to \$2,000 in buyer protection. [See eligibility](#)

Returns: Seller accepts returns.
[7 Days Money Back](#)

Listing and payment details: [Show](#)**Description** (revised)**East-Moline-VintageAdvertising**Visit my eBay Store: [East-Moline-VintageAdvertising](#)[Add to Favorite Stores](#)**Store Search**[Search](#)**Store Categories**

[1921 Vintage Orange Crush Soda Pop Print Ad Norman Rockwell Art. This Ad Is From Farm Journal Magazine. Full Page Magazine Print. See Size Below. E-mail Me With Any Questions.](#)

[Keep In Mind If You Buy 3 Or More Ads Shipping Is Free!](#)

[All Advertisements Clean Unless Stated Differently.](#)

[Original Vintage Magazine Advertisement Approx. 8 1/2" X 12"](#)

[Packaged In Plastic Sleeve With Cardboard Backing And Shipped Flat.](#)

[\\$5.00 Priority Mail Shipping \(2-3 Days\) For Any Number Of Items. \(You Buy More Than One Ad Still The Same Shipping.\) USA ONLY!](#)

[1921 Vintage Orange Crush Soda Pop Print Ad Norman Rockwell Art. This Ad Is From Farm Journal Magazine. Full Page Magazine Print. See Size Below. E-mail Me With Any Questions.](#)

[Keep In Mind If You Buy 3 Or More Ads Shipping Is Free!](#)

[All Advertisements Clean Unless Stated Differently.](#)

[Original Vintage Magazine Advertisement Approx. 8 1/2" X 12"](#)

[Packaged In Plastic Sleeve With Cardboard Backing And Shipped Flat.](#)

[\\$5.00 Priority Mail Shipping \(2-3 Days\) For Any Number Of Items. \(You Buy More Than One Ad Still The Same Shipping.\) USA ONLY!](#)

[1921 Vintage Orange Crush Soda Pop Print Ad Norman Rockwell Art. This Ad Is From Farm Journal Magazine. Full Page Magazine Print. See Size Below. E-mail Me With Any Questions.](#)

[Keep In Mind If You Buy 3 Or More Ads Shipping Is Free!](#)

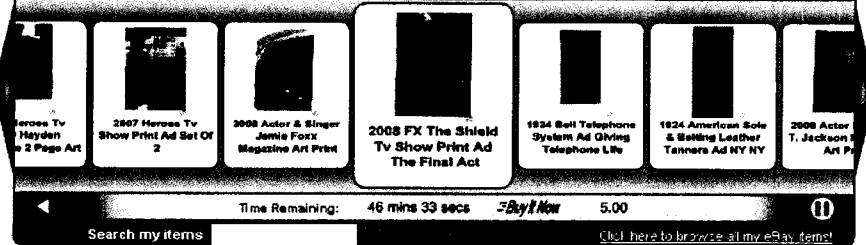
[All Advertisements Clean Unless Stated Differently.](#)

[Original Vintage Magazine Advertisement Approx. 8 1/2" X 12"](#)

[Packaged In Plastic Sleeve With Cardboard Backing And Shipped Flat.](#)

[\\$5.00 Priority Mail Shipping \(2-3 Days\) For Any Number Of Items. \(You Buy More Than One Ad Still The Same Shipping.\) USA ONLY!](#)

Check out these other items that I have on eBay right now!

**FREE**
auctiva

Present your best items with Auctiva's FREE Showcase

1921 Vintage Orange Crush Soda Pop Print Ad Norman Rockwell Art. This Ad Is From Farm Journal Magazine. Full Page Magazine Print. See Size Below. E-mail Me With Any Questions.

Keep In Mind If You Buy 3 Or More Ads Shipping Is Free!

All Advertisements Clean Unless Stated Differently.

Original Vintage Magazine Advertisement Approx. 8 1/2" X 12"

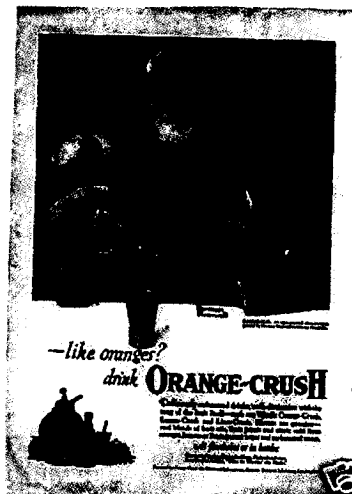
Packaged In Plastic Sleeve With Cardboard Backing And Shipped Flat.

\$5.00 Priority Mail Shipping (2-3 Days) For Any Number Of Items. (You Buy More Than One Ad Still The Same Shipping.) USA ONLY!



DPSU 001514

[Click here to see my other items, ranked by popularity!](#)



Save on shipping This seller offers shipping discounts on combined purchases.



[2007 Diet Coke Coca-Cola Print Ad Yoga Class](#)

[Buy It Now](#)

US \$5.00



[1950 Canada Dry Ginger Ale Ad Circus Theme With Clowns](#)

[Buy It Now](#)

US \$5.00



[1950 Coca-Cola Coke Ad Party Tray Large Full Page](#)

[Buy It Now](#)

US \$5.00



[1920 Vintage Coca-Cola Coke Full Page Print Ad](#)

[Buy It Now](#)

US \$9.99

[Visit seller's Store](#)

Shipping and handling

Free shipping for each additional eligible item you buy from warhol6969!

Ships to
United States

Country:

Shipping and Handling	To	Service	Insurance
US \$5.00	United States	US Postal Service Priority Mail® Estimated delivery 2-3 days*	None

*Sellers are not responsible for service transit time. This information is provided by the carrier and excludes weekends and holidays. Note that transit times may vary, particularly during peak periods.

Domestic handling time


Will usually ship within 4 business days of receiving cleared payment.

Return policy

Item must be returned within: 7 Days
Refund will be given as: Money Back
Return policy details: Buyer Pays All Return Shipping Fees.

DPSU 001515

Payment details

Payment method	Preferred/Accepted	Buyer protection on eBay
	Accepted	PayPal up to \$2,000 in buyer protection. See eligibility
Money order/Cashiers check	Accepted	Not Available
Other - See Payment Instructions for payment methods accepted	Accepted	Not Available

[Learn about payment methods](#)

Seller's payment instructions
None Specified

Take action on this item

[Help](#)

Item title: 1921 Orange Crush Soda Pop Print Ad Norman Rockwell

Buy It Now

Buy It Now price: US \$5.00

Buy It Now > You will confirm in the next step.

Purchase this item now without bidding [Learn about Buy It Now](#)

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12:24:32 PM 10/7/2008

DPSU 001516



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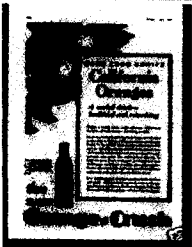
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[Back to list of items](#)Listed in category: [Collectibles](#) > [Advertising](#) > [Merchandise & Memorabilia](#) > [Advertising-Print](#) > 1930-39Buyer or seller of this item? [Sign in](#) for your status[Watch this item](#) in My eBay[View larger picture](#)**Buy It Now** price: **US \$7.00** [Buy It Now >](#)

Shipping costs: **US \$3.04**
 US Postal Service First Class Mail®
 Service to [United States](#)

Ships to: **Worldwide**

Item location: **Corpus Christi, Texas, United States**

You can also: [Watch This Item](#)

Get [SMS](#) or [IM](#) alerts | [Email to a friend](#)

Meet the seller

Seller: [21adams \(3170\)](#) ★ [ms](#)

Feedback: **100 % Positive**

Member: since Feb-18-05 in United States

- [See detailed feedback](#)
- [Ask seller a question](#)
- [Add to Favorite Sellers](#)
- View seller's other items: [Store](#) | [List](#)
- Visit seller's Store: [Vintage 21Adams Collectables](#)

Buy safely

1. **Check the seller's reputation**
 Score: 3170 | 100% Positive
[See detailed feedback](#)
2. **Check how you're protected**
PayPal up to \$2,000 in buyer protection. [See eligibility](#)

Returns: Seller accepts returns.
[7 Days Money Back](#)

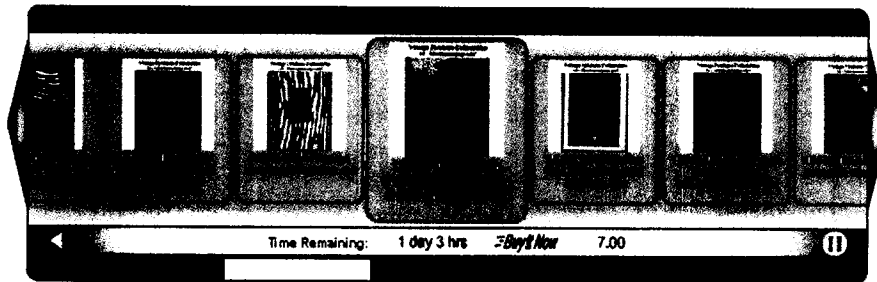
Listing and payment details: [Show](#)**Description** (revised)

Vintage 21Adams Collectables

Visit my eBay Store: [Vintage 21Adams Collectables](#)
[Albums - 33 1/3 LP Record](#) | [Ads Cameras Watches & Jewelry](#) | [Ads Fashion Perfume Cologne](#) | [Smurfs](#) | [Pins Olympic - Sports Tie Tac](#)
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[Shipping Supplies](#)
[Smurfs](#)
[Books](#)
[Vending Machines](#)

FREE **auctiva**

Present your best items with Auctiva's FREE Showcase

You are buying this 1931 Orange Crush Bottle California Oranges Ad

· Approx. 7.5" x 11" Size Original Magazine Advertisement Ad.

- ##### is our inventory number
- You are **Buying the Magazine Advertisement Page ONLY**.
- This item is **NOT** a original piece of art. This item IS however an ORIGINAL ADVERTISEMENT from a magazine, program or periodical
- **CONDITION GRADED "FINE"** and is ready for framing or a Gift for others.

• **We have 2-Graded Ads;**

- **VERY FINE, FINE and VERY GOOD / GOOD** - Some paper aging. No water marks & No tears.
- All paper may have a crinkle or a slight bend.
- The colored background is **NOT** a mat or part of the Ad item being sold.
- You are **Buying the Magazine Advertisement Page ONLY**.

• **We have 2-shipping packages;**

1. Ads that are 8.5" x 11" size or less will placed in a plastic covering, then into another sealed folder with cardboard, then into a flat shipping mailer.
2. Ads that are larger than 8.5 x 11" will be placed into a plastic covering, then rolled up into a cylinder mailing tube.

DPSU 001518

- We do Combine Shipping;
- S / H on First ad and each additional ads are FREE within the same invoice

Full Payment is due within 3-days (72-hours) of Auction closing or Bid purchase.

- We use Paypal / USPS postage for our shipping and you will be notified by e-mail the date of shipment and the shipping tracking number.
- We SHIP First Class Mail or Air Letter Post
- If paid before noon CST., we normally ship the same day.
- Please allow 72-hours for weekend or holiday purchases.
- Unless we have a Hurricane Problem and have to Evacuate.
- We list a lot of items and sometimes we do make a mistake, but any misrepresentation or discrepancy is NOT our intention.
- Thank you and Enjoy.

We continually UPDATE our STORE with Different Ads!

Be sure to add me to your favorites list! Check out my other items!



Powered by eBay Turbo Lister



Thanks for looking!

Have fun shopping! This seller offers shipping discounts on combined purchases.



1533) 1998 Audemars Piguet Hyde Park Watch Ad

Buy It Now US \$7.00



1534) 1998 McGary Bounty of Gray Hawk Bronze Ad

Buy It Now US \$7.00



1536) 1998 IWC Ref. 3706 Antimagnetic Watch Ad

Buy It Now US \$7.00



1547) 1985 Rigaud Scented Candles Ad

Buy It Now US \$6.50

[Visit seller's Store](#)

Shipping and handling

Ships to
Worldwide

Country:

Zip or postal code:

Shipping and Handling

To

Service

Insurance

US \$3.04

United States

US Postal Service First Class Mail®
Estimated delivery 2-5 days*

US \$1.70 Optional

* Sellers are not responsible for service transit time. This information is provided by the carrier and excludes weekends and holidays. Note that transit times may vary, particularly during peak periods.

Domestic handling time

DPSU 001519

Domestic handling time

Will usually ship within 2 business days of receiving cleared payment.

Sales tax





Seller charges sales tax for items shipped to: TX* (8.250%).

* Tax applies to subtotal + S&H for these states only

Return policy

Item must be returned within:	7 Days
Refund will be given as:	Money Back
Return policy details:	100% Satisfaction Guarantee - no questions asked. Seller is not responsible for carrier delivery delays or damage to packaging.

Payment details

Payment method	Preferred/Accepted	Buyer protection on eBay
   	Seller Preferred	PayPal Up to \$2,000 in buyer protection. See eligibility
Money order/Cashiers check	Accepted	Not Available

[Learn about payment methods](#)

Seller's payment instructions

Full Payment is due within 3-days (72-hours) of purchase or invoice date. If you are mailing payment, please e-mail us and make it payable to Daniel. E. Adams. Pay shipping on the first ad and additional ads purchased within the same invoice are FREE.

Take action on this item

[Help](#)

Item title: 1269) 1931 Orange Crush Bottle California Oranges Ad

Buy It Now

Buy It Now price: **US \$7.00**

Buy It Now

You will confirm in the next step.

Purchase this item now without bidding [Learn about Buy It Now](#)

Other options

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12:26:42 PM 10/7/2008

DPSU 001520

- Vintage Ads Furniture
- Vintage Ads Gas and Oil
- Vintage Ads Government
- Vintage Ads Guns
- Vintage Ads Miscellaneous

-
-
-
-
-

Inventory Code -AD10206
 Magazine - Life
 Size - 5 x 5 inches
 Date - July 30 1945
 All Ads are Originals no Reprints or Copies

Condition - Very Good - There could be small flaws but none of which would take away from the ad itself. I only use a scanner due to the clarity being better than a digital camera. But larger ads do not fit but the portion that is missing is in the same condition as the rest of the ad pictured. Full Page ads are untrimmed. We will leave the trimming to you.

The perfect Way to have a little bit of History.

We Sell all types of Vintage Ads and Photos.

These are Vintage Photos and Ads not reprints. We have numerous categories to choose from and are adding all the time :

Places - People - Animals - Cars - Military - Architecture - Holidays

We also sell all types of Vintage Photos Cabinet - Tin Types - CDV - Snapshots

We will gladly Matte any snapshots or pictures for \$3

We also will do Ads for \$10.

(Matting is included on any item that states so in the description) (Black Only available at this time)

Please make sure to check out our EBAY STORE for more great Ads, Photos and Postcards

PPING ON 5 or More ADS purchased in 48 hours!!!!



Items must be paid for with 10 days of purchase.

Please feel free to let me know if there are problems in meeting this term.

Please do not bid if you do not intend on buying.



Payment Options

Paypal Preferred

Money Orders and Cashiers Checks

SHIPPING TERMS

Shipping for Ads Stiff Mailer -

1 Ad item - \$3.50

Up to 10 Ads Still only \$3.50.

Bubble mailer for 1 Photo - \$2.00

Up to 10 Photos - \$3.00

Over 10 Items will require a quote

Add insurance for \$1.30

I do ship internationally but they will require a quote please email me in advance.

We do work very hard at making sure your item is packaged carefully and fully protected. So we do not feel our shipping is expensive.

FAVORITES

AUCTIONS

EMAIL

Thank You for Your Interest!

Template Design by Creative Consulting ©2005-2006



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On Feb-11-07 at 18:39:37 PST, seller added the following information:



Use the FREE Counters 1 million sellers do - Andale!



DPSU 001524



1970 Ad Dads Rootbeer Fastest Straw Gun
Holster

Buy It Now **US \$6.00**
Time left: 8h 14m



1964 Ad Pepsi Cola Those think young Brunette
at Beach

Buy It Now **US \$6.00**
Time left: 18h 10m



2005 Ad Coca Cola Coke Make it Real Latest
Trend

Buy It Now **US \$4.00**
Time left: 18h 20m



1948 Ad 7 UP Soda Fresh Up Family Drink you
like it

Buy It Now **US \$6.00**
Time left: 18h 20m

[Visit seller's Store](#)

Shipping and handling

Ships to
United States

Country:

Shipping and Handling	To	Service	Insurance
US \$3.50	United States	US Postal Service First Class Mail® Estimated delivery 2-5 days*	None

*Sellers are not responsible for service transit time. This information is provided by the carrier and excludes weekends and holidays. Note that transit times may vary, particularly during peak periods.

Return policy

Return policy not specified.
Read item description for any reference to return policy.

Payment details

Payment method



Money order/Cashiers check

Personal check

Other - See Payment Instructions for payment methods
accepted

Preferred/Accepted

Seller Preferred

Accepted

Accepted

Accepted

Buyer protection on eBay

PayPal Up to \$2,000 in buyer protection. [See eligibility](#)

Not Available

Not Available

Not Available

[Learn about payment methods](#)

Take action on this item

[Help](#)

Item title: 1945 Vintage Ad Orange Crush Soda Happy Occasions

Buy It Now

Buy It Now price: **US \$4.00**

[Buy It Now >](#) You will confirm in the next step.

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DPSU 001525



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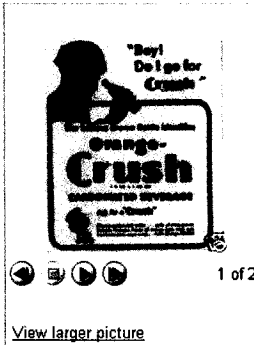
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Categories Motors Stores

eBay Security &
Resolution Center

Back to list of items

Listed in category: Collectibles > Advertising > Soda > Orange Crush

Buyer or seller of this item? [Sign in](#) for your status[Watch this item](#) in My eBay

1 of 2

[View larger picture](#)

#Buy It Now price:

US \$3.99

[Buy It Now >](#)

Shipping costs:

US \$2.99 (discount available)
US Postal Service First Class Mail®
Service to United States

Ships to:

United States

Item location:

East Holden, Maine, United States

You can also:

[Watch This Item](#)[Get SMS or IM alerts](#) | [Email to a friend](#)**Meet the seller**Seller: [maineacsailing](#) (3429 ★)

Feedback: 100 % Positive

Member: since Oct-15-03 in United States

- [See detailed feedback](#)
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- View seller's other items: [Store](#) | [List](#)
- Visit seller's Store: [maineacsailing](#)

Buy safely**1. Check the seller's reputation**

Score: 3429 | 100% Positive

[See detailed feedback](#)**2. Check how you're protected****PayPal** Up to \$2,000 in buyer protection. [See eligibility](#)Listing and payment details: [Show](#)**Description**

1946 VINTAGE ORANGE CRUSH AD-BROWN BOTTLE

VINTAGE ADVERTISING- ORANGE CRUSH

TITLE: BOY! DO I GO FOR "CRUSH"

VINTAGE: 1946

THE FAMOUS BROWN BOTTLE IDENTIFIES ORANGE CRUSH

CONDITION--VERY NICE

SIZE: 5 X 6 1/2"

DESCRIPTION: THIS IS A
NICE VINTAGE 1946
ORANGE CRUSH PAPER
AD AS SHOWN. AD IS
ORIGINAL, NOT
REPRODUCTION--HAS
LITTLE AGE WEAR, NO
STAINS, MARKS OR
CREASES. AD IS NOT
ATTACHED, COMES
WITH BACKBOARD AND
IS WELL PROTECTED
AND KEPT IN PLASTIC
SLEEVE. PERFECT FOR
FRAMING.

MAKE A NICE GIFT AS
WELL!

I GUARANTEE WHAT I
SELL-CUSTOMER
SATISFACTION IS #1.

ALL ITEMS SENT FIRST
CLASS, TRIPLE-SEALED
IN SCOTCH BUBBLE
ENVELOPES AND WELL
PROTECTED

BID WITH CONFIDENCE
WITH OVER 3200
POSITIVE FEEDBACKS

ALL ITEMS SENT WITHIN
2-3 DAYS OF PAYMENT

PLEASE EMAIL IF ANY
CONCERNS OF
QUESTIONS?



Adirondack Cards

Ebay maineacsailing

ROBERT FRASER
Postcards
Sports Cards
Old Paper

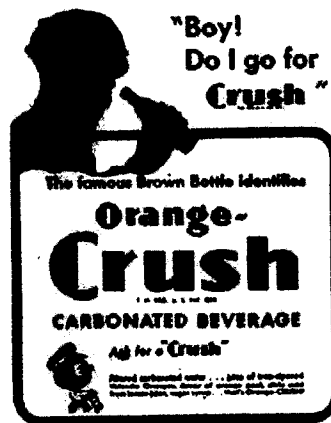
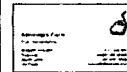


P.O. Box 644
Holden, ME 04429
207-843-5589
luceme56@hotmail.com



THANK YOU FOR YOUR BUSINESS--PLEASE SEND PAYMENT TO ROBERT FRASER PO BOX 644 HOLDEN, MAINE--ALL ITEMS SENT FIRST CLASS-TRIPLE SEALED--EXTRA \$1 ONLY FOR MULTIPLE ITEMS--LET ME KNOW IF YOU ARE BIDDING ON OTHER ITEMS AND I WILL COMBINE. EXTRA \$1 FOR CANADA AND \$2 FOR MOST OVERSEAS SHIPMENT DUE TO ADDITIONAL COST (SORRY). YOUR BUSINESS IS APPRECIATED-PLEASE EMAIL IF ANY CONCERNS--WISH YOU WELL!

Select a picture



NICE OLD 7 POSTCARDS-ERIE PENN-4 MILE CREEK

0 bids: US \$3.99
Time left: 6d 8h 4m

VINTAGE PHOTO-CHARLES LINDBERGH/LOUIS BIERGIT JUNE 1927

[Buy It Now](#) US \$5.99

1924 MOVIE MUSIC-"BLONDIE" MARION DAVIES-MARIANNE

[Buy It Now](#) or Best Offer US \$5.99

EARLY PHOTO POSTCARD-ST JOHN NB CANADA-KING SQUARE

[Buy It Now](#) US \$3.99

[Visit seller's Store](#)

Shipping and handling

\$1.00 shipping for each additional eligible item you buy from maineacsailing!

Ships to
United States

Country:

Shipping and Handling

US \$2.99

To

United States

Service

US Postal Service First Class Mail®
Estimated delivery 2-5 days*

Insurance

None


* Sellers are not responsible for service transit time. This information is provided by the carrier and excludes weekends and holidays. Note that transit times may vary, particularly during peak periods.

DPSU 001531

Return policy

Return policy not specified.
Read item description for any reference to return policy.

Payment details

Payment method	Preferred/Accepted	Buyer protection on eBay
	Accepted	PayPal Up to \$2,000 in buyer protection. See eligibility
Money order/Cashiers check	Accepted	Not Available
Personal check	Accepted	Not Available
Other - See Payment Instructions for payment methods accepted	Accepted	Not Available

[Learn about payment methods](#)

Seller's payment instructions

THANK YOU FOR YOUR BUSINESS--PLEASE SEND PAYMENT TO ROBERT FRASER PO BOX 644 HOLDEN, MAINE--ALL ITEMS SENT FIRST CLASS-TRIPLE SEALED--EXTRA \$1 ONLY FOR MULTIPLE ITEMS--LET ME KNOW IF YOU ARE BIDDING ON OTHER ITEMS AND I WILL COMBINE. EXTRA \$1 FOR CANADA AND \$2 FOR MOST OVERSEAS SHIPMENT DUE TO ADDITIONAL COST (SORRY). YOUR BUSINESS IS APPRECIATED-PLEASE EMAIL IF ANY CONCERNS--WISH YOU WELL!

Take action on this item

[Help](#)

Item title: 1946 VINTAGE ORANGE CRUSH AD-BROWN BOTTLE

Buy It Now

Buy It Now price: US \$3.99

Buy It Now > You will confirm in the next step.

Purchase this item now without bidding [Learn about Buy It Now](#)

Other options

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Seller assumes all responsibility for listing this item.

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DPSU 001532

- Musicians In Ads
- Sports Stars In Ads
- TV Stars In Ads
- See all categories

BETTER WHEN THE LATHER STAYS WETTER

Yes, the better the lather the better the shave. A quick-drying lather dries out on your face—leaving skin dry and itchy. What you need is a rich, creamy lather that stays wetter...the better you get with Lifebuoy Shaving Cream...it lathers fast, stays moist, keeps your beard soft and gives you smooth, sensitive skin—without the need for a second shave.

TRY LIFEBOUY SHAVING CREAM AND YOU'LL KNOW

"Me for CRUSH"

Look for CRUSH

Lifebuoy Shaving Cream

79



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The free listing tool. List your items fast and easy and manage your active items.

Save on shipping. This seller offers shipping discounts on combined purchases.



1948 More Bounce Per Ounce in Swift's Peanut Butter Ad

Buy It Now US \$3.99



Ca 1900 Lovely Morning Glories in Quaker Oats Cereal Ad

Buy It Now US \$3.99



1960 Yummy Hamburger in Hunt's Tomato Catsup Ad

Buy It Now US \$3.99



1938 Truly Hawaiian - Dole Pineapple Juice 1/2Pg Ad

Buy It Now US \$3.99

Visit seller's Store

Shipping and handling

Save on shipping. This seller offers shipping discounts on combined purchases.

Ships to
Worldwide

Country:

Zip or postal code:

Shipping and Handling

To

Service

Insurance

US \$2.52

United States

US Postal Service First Class Mail®
Estimated delivery 2-5 days*

None

*Sellers are not responsible for service transit time. This information is provided by the carrier and excludes weekends and holidays. Note that transit times may vary, particularly during peak periods.

Domestic handling time


DPSU 001535

Will usually ship within 3 business days of receiving cleared payment.

Return policy

Item must be returned within:	7 Days
Refund will be given as:	Money Back
Return shipping will be paid by:	Buyer
Return policy details:	No Questions Asked - 100% refund guarantee.

Payment details

Payment method	Preferred/Accepted	Buyer protection on eBay
	Seller Preferred	PayPal Up to \$2,000 in buyer protection. See eligibility

[Learn about payment methods](#)

Take action on this item

[Help](#)

Item title: **Very Nice Pair of 1/4 Page 1947 Orange Crush Soda Ads**

Buy It Now

Buy It Now price: **US \$3.99**

Buy It Now > You will confirm in the next step.

Purchase this item now without bidding [Learn about Buy It Now](#)

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DPSU 001536



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Standard Flat Rate Shipping Service
Service to [United States](#)
([more services](#))Ships to: **Worldwide**
Item location: **Bangor, Maine, United States**You can also: [Watch This Item](#)
Get [SMS](#) or [IM](#) alerts | [Email to a friend](#)Listing and payment details: [Show](#)**Meet the seller**Seller: [timetralver](#) (723 ★)Feedback: **100 % Positive**

Member: since Nov-22-04 in United States

- [See detailed feedback](#)
- [Ask seller a question](#)
- [Add to Favorite Sellers](#)
- View seller's other items: [Store](#) | [List](#)
- Visit seller's Store:

[Time has Passed](#)**Buy safely****1. Check the seller's reputation**

Score: 723 | 100% Positive

[See detailed feedback](#)**2. Check how you're protected****PayPal** Up to \$2,000 in buyer protection. [See eligibility](#)**Description****Item Specifics**Material: **MAGAZINE AD**

You are bidding on a magazine ad out of a old magazine ... "It is about 10.5" wide x 14" long. My scanner could not scan the full ad. It will come to you in a plastic sleeve with cardboard backing for protection. S&H will be 2.50 in the U.S.A. and Canada. Any other people from other countrys must contact me for price of shipping. The ads are in good condition and ready to frame.....Thanks for looking..Time...Check out my [other items!](#)... I DO COMBINE SHIPPING..... 1 PAGE ADVERTISEMENT.....

I SHIP ON FRIDAYS OR SATURDAYS OF EACH WEEK

On Nov-23-05 at 14:16:38 PST, seller added the following information:

Check out these other items that I have on eBay right now!

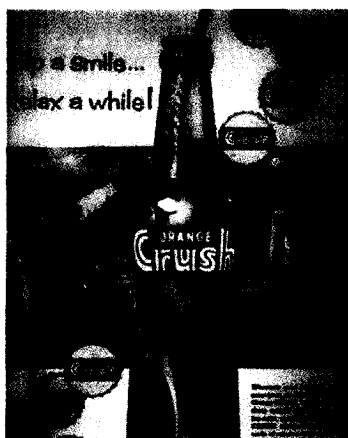
CAMPBELL'S MAGAZINE AD	1962 "PALL MALL CIGARETTES" MAGAZINE AD	1963 "BELL TELEPHONE SYSTEM" MAGAZINE	1939 B&W "EXCITING 1937 STUDEBAKER "	1957 "GILBEY'S OWN" "MAGAZINE AD	1937 "GOLDEN WEDDING WHISKEY" "MAGAZINE AD	1937 "AMB RADIA" COVOTTE

Time Remaining: 4 hrs 31 mins **Buy It Now** 2.25

[Search my items](#) [Click here to bid on all my eBay items!](#)

FREE
auctiva

Present your best items with Auctiva's FREE Showcase.



DPSU 001539



1957 " GILBEY'S GIN " MAGAZINE AD

[Buy It Now](#)

US \$2.25



1937 " GOLDEN WEDDING WHISKEY " MAGAZINE AD

[Buy It Now](#)

US \$2.25



1939 B&W " EXCITING 1937 STUDEBAKER " MAGAZINE AD

[Buy It Now](#)

US \$2.25



1937 "AMERICAN RADIATOR CONDITIONING SYSTEMS "MAG AD

[Buy It Now](#)

US \$2.25

[Visit seller's Store](#)

Shipping and handling

Ships to
Worldwide

Country:

Shipping and Handling

US \$2.50

To

United States

Service

Standard Flat Rate Shipping Service

Insurance

US \$1.30 Optional

Return policy

Return policy not specified.
Read item description for any reference to return policy.

Payment details

Payment method

Preferred/Accepted

Buyer protection on eBay



Accepted

PayPal Up to \$2,000 in buyer protection. [See eligibility](#)

Money order/Cashiers check

Accepted

Not Available

Personal check

Accepted

Not Available

Other - See Payment Instructions for payment methods accepted

Accepted

Not Available

[Learn about payment methods](#)

Seller's payment instructions

The First item sold in the United States And Canada 2.50..All items shipped outside the United States shipping air mail will be 5.50 for the first ad...Any ads bought in the order after the first one is 1.00 extra for each one..Thank you

Take action on this item

[Help](#)

Item title: 1959 " ORANGE CRUSH SODA " MAGAZINE AD

Buy It Now

[Buy It Now](#) price: US \$2.25


[Buy It Now >](#)

You will confirm in the next step.

Purchase this item now without bidding [Learn about Buy It Now](#)

DPSU 001540

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Seller assumes all responsibility for listing this item.

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Back to list of items

Listed in category: Collectibles > Advertising > Soda > Orange Crush

Buyer or seller of this item? Sign in for your status

Watch this item in My eBay



View larger picture

Buy It Now price.

US \$9.99

Buy It Now >

Shipping costs:

US \$3.00

US Postal Service First Class Mail®
Service to United States

Ships to:

Worldwide

Item location:

Niles, Michigan, United States

You can also:

Watch This Item

Get SMS or IM alerts | Email to a friend

Meet the seller

Seller: adangels (7091) ★ Power Seller

Feedback: 100 % Positive

Member: since Oct-23-03 in United States

- See detailed feedback
- Ask seller a question
- Add to Favorite Sellers
- View seller's other items: Store | List
- Visit seller's Store:

Ad Angels Store

Buy safely

1. Check the seller's reputation

Score: 7091 | 100% Positive

See detailed feedback

2. Check how you're protected

PayPal Up to \$2,000 in buyer protection. See eligibility

Listing and payment details: Show

Description (revised)

Item Specifics - Item Condition
Condition:

Visit my eBay Store: Ad Angels Store

Movies | Sports - Football | Seasons - Summer | Seasons - Fall | Holidays - Halloween

Add to Favorite Stores

Store home

Animals

Art

Articles

Auto - Buick

Auto - Cadillac

Auto - Chevrolet

Auto - Chrysler

Auto - Dodge

Auto - Ford

Auto - Jeep, Willys

Auto - Oldsmobile

Auto - Other American

Auto - Other Foreign

Auto - Plymouth

Auto - Pontiac

Auto - Volkswagen

Auto Related

Babies

Beer - Budweiser

Beer - Hamm's

Beer - Miller

Beer - Other

Beer - Pabst Blue Ribbon

Beer - Schlitz

Boats, Ships,

Submarines

Boys

Bus, Taxi

Business & Industry

Candy, Chocolate, Gum

Cartoons

See all categories

1960 Orange Crush. Enjoy a fresh new taste have a Crush! Approx. 10.25" x 6.75", original print ad in excellent condition, ready for matting and framing.

Original Ad - We never sell reproductions.

\$3.00 postage and handling within continental USA, we offer combined shipping for multiple purchases. Payment in US funds only. Personal checks delay shipment until cleared. Please send a money order or use PayPal for faster shipment. Sign up for PayPal; the fast, easy, and secure way to pay online.

Payment is due within 10 days of sale date.

Fast Shipping!

For similar items, items with similar themes, or simply to find a unique item, please visit Ad Angels Store. Be sure to add me to your favorites list!

THANKS FOR LOOKING





1966 Squirt Citrus Drink Southwest
Sunset Cactus ad

0 bids: **US \$9.99**

[Buy It Now](#) **US \$24.99**

Time left: 7h 13m

[Visit seller's Store](#)



1959 Seven 7 Up Soft Drink Dog Tiger
Date ad

[Buy It Now](#) **US \$7.99**



1942 Coca Cola Coke Laura Lee
Burroughs Flowers ad

[Buy It Now](#) **US \$9.99**



1964 Pepsi Cola Couple Tulips Park
Sunny Outlook ad

[Buy It Now](#) **US \$9.99**

Shipping and handling

Ships to
Worldwide

Country:

Shipping and Handling To

US \$3.00 United States

Service

US Postal Service First Class Mail®
Estimated delivery 2-5 days*

Insurance

None

*Sellers are not responsible for service transit time. This information is provided by the carrier and excludes weekends and holidays. Note that transit times may vary, particularly during peak periods.

Return policy

Return policy not specified.
Read item description for any reference to return policy.

Payment details

Payment method

Preferred/Accepted

Buyer protection on eBay



Accepted

PayPal Up to \$2,000 in buyer protection. [See eligibility](#)

Money order/Cashiers check

Accepted

Not Available

[Learn about payment methods](#)

Seller's payment instructions

Seller's payment instructions
\$3.00 postage and handling within continental USA. Payment in US funds only. Personal checks delay shipment until cleared. Please send a money order or use Paypal for faster shipment. Payment is due within 10 days of sale date. THANKS FOR LOOKING!

Take action on this item

[Help](#)

Item title: 1960 Orange Crush Soft Drink Garden Party ad

Buy It Now

[Buy It Now](#) price: **US \$9.99**

[Buy It Now >](#) You will confirm in the next step.

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Other options

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Buy It Now price:

US \$7.99

[Buy It Now >](#)

Shipping costs:

US \$3.00 (discount available)
US Postal Service First Class Mail®
Service to [United States](#)

Ships to:

Worldwide

Item location:

the Ozarks, United States

You can also:

[Watch This Item](#)Get [SMS](#) or [IM](#) alerts | [Email to a friend](#)**Meet the seller**Seller: [veritas104](#) (4496 ★)Feedback: **99.9 % Positive**

Member: since Oct-17-99 in United States

- [See detailed feedback](#)
- [Ask seller a question](#)
- [Add to Favorite Sellers](#)
- View seller's other items: [Store](#) | [List](#)
- Visit seller's Store: [Veritas104](#)

Buy safely**1. Check the seller's reputation**

Score: 4496 | 99.9% Positive

[See detailed feedback](#)**2. Check how you're protected****PayPal** up to \$2,000 in buyer protection. [See eligibility](#)Listing and payment details: [Show](#)**Description****Item Specifics**Product Type: **Advertisement**
Brand: **Orange Crush**Food & Restaurant Type: **Soda Pop**
Material: **Paper**

Veritas104

PLAYMATE ORANGE CRUSH

Search

Wonderful vintage magazine advertisement for Orange Crush soft drink soda. Ad features their "Playmate Orange Crush Sweepstakes". 50 First prizes were Golden Cocker Spaniel Puppies and Vets' Dog Food - 200 second prizes were Monopoly games - 250 third prizes were Tony Bennett record albums.

This is an original magazine ad from 1961. Ad measures approx. 5 1/4" x 10 7/8" (including the margins). Paper has yellowed.

[CLICK HERE](#) to view ALL our other VINTAGE advertising!

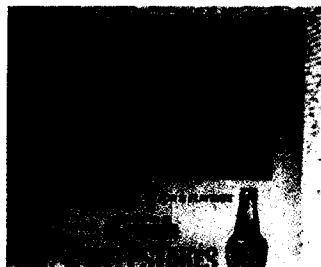
Additional ads purchased can be combined for shipping at NO extra s/h. We will hold ads approx. 7 - 10 days for you to complete bids on our current auctions & be able to combine all your ads for shipping.

Please e-mail us with any questions.

U.S. BUYERS to pay \$3.00 s/h (for ALL ads shipped together) + insurance (optional). Personal checks may have a 10 day wait before mailing and payment must be made within 14 days of our payment invoice unless bidding on our other auctions.

INTERNATIONAL shipping (actual shipping cost + \$2.00) to be determined by country - ****PLEASE WAIT**** FOR YOUR SHIPPING COST FROM US before making your payment - it is DIFFERENT for each country. Please use Paypal. We CANNOT accept INTERNATIONAL MONEY ORDERS or CHECKS!!!

bk81



DPSU 001547



Save on shipping This seller offers shipping discounts on combined purchases.



1977 ad Towle Silversmith Jewelry TIGER - 1
Page AD

[Buy It Now](#)

US \$11.99



1969 Sears Panty Girdle Bra pink lingerie SEXY
Girl AD

[Buy It Now](#)

US \$11.99



'45 Frigidaire Range AD-Scotty dog Albert Dorne
Artwork

[Buy It Now](#)

US \$10.99



1982 Love's Baby Soft fragrance - Girl Horse 1
PAGE AD

[Buy It Now](#)

US \$10.99

[Visit seller's Store](#)

Shipping and handling

Free shipping for each additional eligible item you buy from veritas104!

Ships to
Worldwide

Country:

Shipping and Handling

US \$3.00

To

United States

Service

US Postal Service First Class Mail®
Estimated delivery 2-5 days*

Insurance

US \$1.65 Optional

*Sellers are not responsible for service transit time. This information is provided by the carrier and excludes weekends and holidays. Note that transit times may vary, particularly during peak periods.

Return policy

Return policy not specified.
Read item description for any reference to return policy.

Payment details

Payment method

Preferred/Accepted

Buyer protection on eBay



Accepted

PayPal Up to \$2,000 in buyer protection. [See eligibility](#)

Money order/Cashiers check

Accepted

Not Available

Personal check

Accepted

Not Available

Other - See Payment Instructions for payment methods
accepted

Accepted

Not Available

[Learn about payment methods](#)

Seller's payment instructions

Please pay for all your purchases in one combined payment. We will be happy to send you a combined invoice - just let us know when you are done purchasing ads. INTERNATIONAL buyers - please WAIT for an invoice & use PAYPAL. Thanks!

Take action on this item

Item title: 1961 ad Orange Crush soda pop - Cocker Spaniel puppies

[Help](#)

DPSU 001548

Buy It Now

Buy It Now price: **US \$7.99**

Buy It Now >

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US \$3.00 (discount available)
US Postal Service First Class Mail®
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Item location:

the Ozarks, United States

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[Watch This Item](#)Get [SMS](#) or [IM](#) alerts | [Email to a friend](#)**Meet the seller**Seller: [veritas104](#) (4496 ★)Feedback: **99.9 % Positive**

Member: since Oct-17-99 in United States

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Buy safely**1. Check the seller's reputation**

Score: 4496 | 99.9% Positive

[See detailed feedback](#)**2. Check how you're protected****PayPal** Up to \$2,000 in buyer protection. [See eligibility](#)Listing and payment details: [Show](#)**Description****Item Specifics**Product Type : **Ads**Food & Restaurant Type: **Soda Pop**

Veritas104



Search

Wonderful vintage magazine advertisement for Orange Crush soft drink soda. Ad features their "Hostess Magic Idea" Contest.

This is an original magazine ad from 1962. Ad measures approx. 8 3/8" x 11" (including the margins). Lightly yellowed, top right corner creased, some wear along the top margin edge.

[CLICK HERE](#) to view ALL our other VINTAGE advertising!**Additional ads purchased can be combined for shipping at NO extra s/h.** We will hold ads approx. 7 - 10 days for you to complete bids on our current auctions & be able to combine all your ads for shipping.

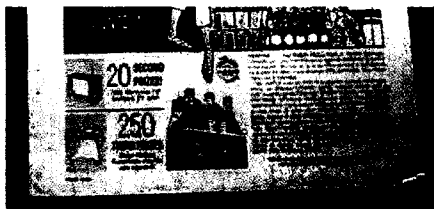
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DPSU 001551



Save on shipping! This seller offers shipping discounts on combined purchases.



1976 Maxwell House Coffee Maxine VIVIAN VANCE 1 page AD

[Buy It Now](#) US \$12.99



1969 ad Martinson Coffee blend lady man - Advertisement

[Buy It Now](#) US \$10.99



1973 ad SHASTA soda pop Dist RED Apple - Advertisement

[Buy It Now](#) US \$10.99



1978 ad Folger's Coffee Folgers - 1 page advertisement

[Buy It Now](#) US \$10.99

[Visit seller's Store](#)

Shipping and handling

Free shipping for each additional eligible item you buy from veritas104!

Ships to
Worldwide

Country:

Shipping and Handling	To	Service	Insurance
US \$3.00	United States	US Postal Service First Class Mail® Estimated delivery 2-5 days*	US \$1.65 Optional

*Sellers are not responsible for service transit time. This information is provided by the carrier and excludes weekends and holidays. Note that transit times may vary, particularly during peak periods.

Return policy

Return policy not specified.
Read item description for any reference to return policy.

Payment details

Payment method



Preferred/Accepted

Buyer protection on eBay

Accepted

PayPal up to \$2,000 in buyer protection. [See eligibility](#)

Money order/Cashiers check

Accepted

Not Available

Personal check

Accepted

Not Available

Other - See Payment Instructions for payment methods accepted

Accepted

Not Available

[Learn about payment methods](#)

Seller's payment instructions

Please pay for all your purchases in one combined payment. We will be happy to send you a combined invoice - just let us know when you are done purchasing ads. INTERNATIONAL buyers - please WAIT for an invoice & use PAYPAL. Thanks!

Take action on this item

Item title: 1962 ad Orange Crush soda pop -CUTE magic lady magician

[Buy It Now](#)

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DPSU 001552

Buy It Now price: **US \$7.99**

Buy It Now > You will confirm in the next step.

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Watch this item in My eBay



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Buy It Now price: US \$7.99 Buy It Now >

Shipping costs: US \$2.50
US Postal Service First Class Mail®
Service to United States
(more services)Ships to: United States, Europe, Asia, Canada, Australia, Mexico
Item location: Sterling Heights, Michigan, United States

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Meet the seller

Seller: johnseller (12182) ★ Power Seller

Feedback: 99.8 % Positive

Member: since Jun-12-98 in United States

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- Visit seller's Store: johnseller Paper Collectibles

Buy safely

1. Check the seller's reputation

Score: 12182 | 99.8% Positive

See detailed feedback

2. Check how you're protected

PayPal Up to \$2,000 in buyer protection. See eligibility

Returns: Seller accepts returns.
14 Days Money Back

Listing and payment details: Show

Description (revised)

Item Specifics - Item Condition
Condition:

johnseller Paper Collectibles



Visit my eBay Store: johnseller Paper Collectibles

Postcards | Vintage Ads | AUDIO-VIDEO-TV-RADIO ADS | Other

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Store Search

☐ in titles & descriptions

Search

Store Categories

Store home
Postcards
Vintage Ads
AUDIO-VIDEO-TV-RADIO ADS
Other Items

Check out my other items!

- Original 1978 MAGAZINE AD for CRUSH SODA POP.
- In very good condition, measuring approximately 5.5" x 7.5" and is ready for framing.
- Comes in a protective plastic covering with a backing board to protect from bending.
- I Accept Paypal, Money order or Check.
- Shipping is \$2.50 in the USA and \$3.00 to Canada for any amount of ads purchased and International Shipping is \$5.00 for any amount of ads purchased.
- All items are securely packaged to insure that they arrive in great condition.
- PLEASE NOTE THAT THIS AUCTION IS FOR AN ORIGINAL MAGAZINE ADVERTISEMENT
- Note, I Will Ship This Item International, only if Payment is Made through Paypal.

A0678BL Be sure to add me to your favorites list!



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SOME VERY IMPORTANT PEOPLE DRINK CRUSH.
THE TASTE THAT'S ALL ITS OWN.When you're thirsty, it's something different, let
the experts refresh you with the outstanding taste
of CRUSH.Orange CRUSH, Grape CRUSH, Strawberry
CRUSH, each is smooth and refreshingly carbonated.
And each has a taste that's all its own.

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1964 AD~PEPSI-COLA-COUP LE DRINK COLD BOTTLES

[Buy It Now](#)

US \$5.99



1952 AD~CANADA DRY GINGER ALE-LETS HAVE A PICNIC

[Buy It Now](#)

US \$5.99



1953 AD~PEPSI-COLA-COUP LE DRINK PEPSI AT PARTY

[Buy It Now](#)

US \$4.50



1958 AD~NESBITTS ORANGE SODA POP-6-PACK OF BOTTLES

[Buy It Now](#)

US \$9.99

[Visit seller's Store](#)

Shipping and handling

Ships to

United States, Europe, Asia, Canada, Australia, Mexico

Country:

Shipping and Handling

US \$2.50

To

United States

Service

US Postal Service First Class Mail®
Estimated delivery 2-5 days*

Insurance

None

*Sellers are not responsible for service transit time. This information is provided by the carrier and excludes weekends and holidays. Note that transit times may vary, particularly during peak periods.

Return policy

Item must be returned within: 14 Days

Refund will be given as: Money Back

Payment details

Payment method

Preferred/Accepted

Buyer protection on eBay

DPSU 001556



Seller Preferred

PayPal Up to \$2,000 in buyer protection. [See eligibility](#)

Money order/Cashiers check

Accepted

Not Available

Personal check

Accepted

Not Available

[Learn about payment methods](#)

Seller's payment instructions

If you would like to add more items to this order there will be NO added shipping charges for as many items as you would like, including my eBay store items. I prefer payment through paypal but will also gladly accept checks or money orders. Please note name & address below. Paypal is the only form of payment accepted for international orders Thanks for your purchase!!! John Schiiller, 5555 18-1/2 Mile Road, Sterling Heights, MI, 48314-3103

Take action on this item

[Help](#)

Item title: 1978 AD-CRUSH SODA POP-ORANGE, GRAPE, STRAWBERRY & KIDS

Buy It Now

Buy It Now price: **US \$7.99**

Buy It Now > You will confirm in the next step.

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EXHIBIT 25



The Hard-To-Find Grocer

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Page 1 | 2 | 3 | 4 | 5



Crush Soda -
Orange 6 pack
12oz cans

Crush Soda -
Orange 6 pack
12oz cans

Nehi Peach Soda
6 pk-12oz

Click A-Z to view an alphabetical listing of products.

You can select a different store (The Candy Store, The Hard to Find Grocer or The Gift Store) from the icons at the top of the page. When you check out, all the products you select from all the stores will be available in your shopping cart.

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Cart

Home > Candy Pillows > All Candy Pillows > Candy Stationery and School Supplies > Orange Crush Sticker

Orange Crush Sticker

-- Select One, More Below --

-- Select One --

-- Select One --

- Apparel and T-Shirts
- Aye Chihuahua
- Baby Bedding and Accessories
- Batman the Dark Knight Movie
- Beatles
- Beatrix Potter
- Betty Boop
- Build-A-Bear Workshop
- Blue Sky Clayworks
- Boyds Bears
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OUT OF STOCK!

Item #: If-ds0008

Price: \$2.99**OUT OF STOCK**Click to **NOTIFY ME**Qty: **ADD TO CART****ADD TO REGISTRY****ITEM DESCRIPTION**

From the Orange Crush Collection. Orange Crush Sticker. This fun sticker features the Orange Crush soda logo with flowers. Measures 4" x 4.25".



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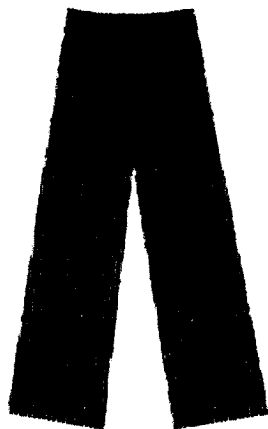
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Orange Crush Pinstripes Lounge Pants for women - ON SALE!

Other products by [WebUndies](#)No customer reviews yet. [Be the first.](#) | [More about this product](#)List Price: ~~\$23.99~~Price: ~~\$16.99~~Sale: **\$8.99**

You Save: \$8.00 (47%)

Select Size

Size:

Medium

Large

[See merchant's sizing charts](#)Select Size to view availability (or, see the complete [pricing and availability chart](#).)

To buy, select Size

1

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You May Also Like



[Pink Floyd Animals Lurking
boxer shorts for men](#)

\$12.99



[Care Bears Enchanted
Lounge Pants for women](#)

\$16.99

Product Features

- 100% cotton
- Imported
- Covered waistband; Adjustable drawstring tie
- Machine washable; Easy care

Product Description

Product Description

These lounge pants for women feature the Orange Crush Logo and orange slices in an all-over print on an orange and white pinstripe background.

Product Details

Shipping Information: [View shipping rates and policies](#)

ASIN: B000GFZWOS

Average Customer Review: No customer reviews yet. [Be the first.](#)

Amazon.com Sales Rank: #97,757 in Apparel (See [Bestsellers in Apparel](#))

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[Orange Crush - Logo Soft
T-Shirt](#)



[Rachael Ray Express Lane
Meals: What to Cook on - by](#)

Product Price & Shipping by
Rachael Ray
★★★★☆ (77) \$12.89

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Replies

Latest Post

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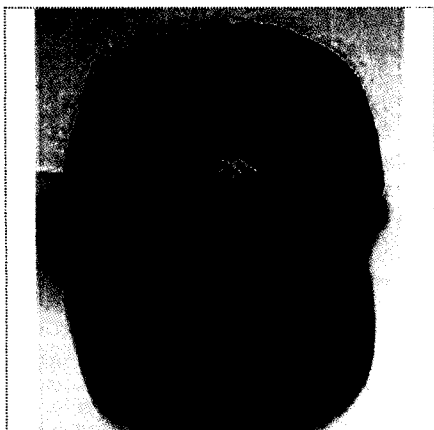
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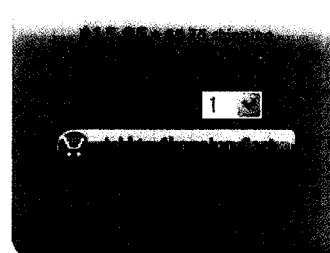
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Crush Orange Vintage Soda Pop Hat - Patch Logo Adjustable Baseball Cap

Other products by [Hat Shark - Baseball Hats](#)No customer reviews yet. [Be the first.](#) | [More about this product](#)Price: **\$15.95****In Stock.**Ships from and sold by [Hat Shark](#).

Only 4 left in stock--order soon.

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Product Features

- Hat Color - Orange
- Hat Style - Adjustable
- Hat Shark has one of the largest and coolest Hat collections anywhere!
- Check out the rest of our rare and rockin' Hats!

Product Details

Shipping Weight: 5 ounces ([View shipping rates and policies](#))**ASIN:** B001G0DMTE**Average Customer Review:** No customer reviews yet. [Be the first.](#)Would you like to [give feedback on images](#)?

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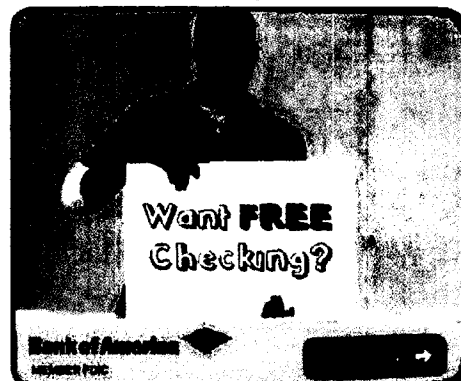
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Replies

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<input checked="" type="checkbox"/> fashion HELPI :)	9	14 days ago

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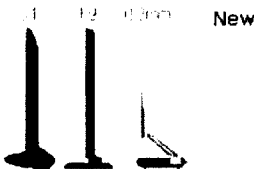


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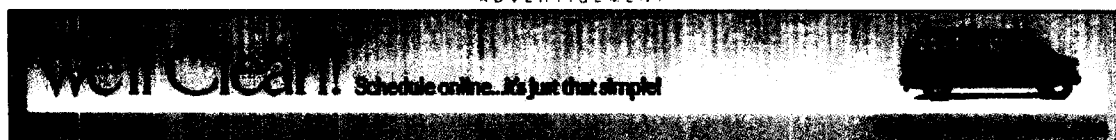


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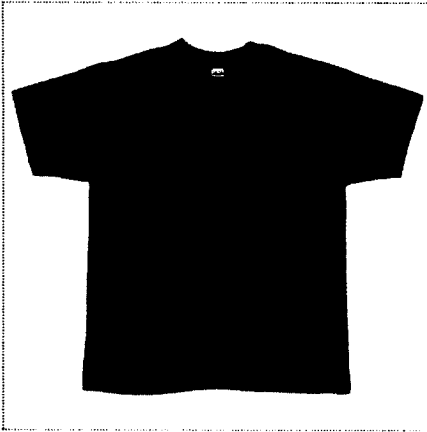
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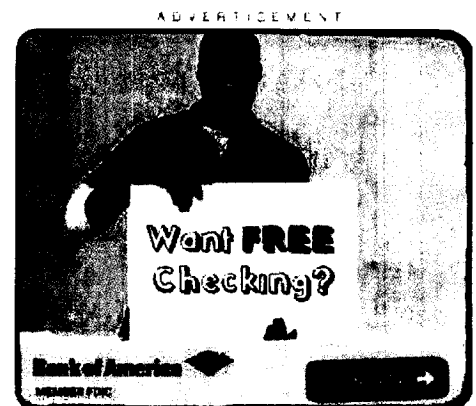
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evening his . . . Put a ribbon in your hair and be fresh looking . . . Offer to take off his shoes . . . Talk in a soothing voice.

I give Andy a kiss on the lips and then say primly, sarcastically, "Good news, dear. Ginny and Craig will be joining us this evening."

"Oh, come on," he says, smiling. "Be nice. They're not so bad."

"Are too," I say.

"Be nice," he says again, as I try to recall if that was in the article. *Always be nice at the expense of the truth.*

"Okay," I say. "I'll be nice until the fifth time she calls something 'super cute.' After that, I get to be myself. Deal?"

Andy laughs as I continue, mimicking Ginny. "This dress is *super cute*. That crib is *super cute*. Jessica Simpson and Nick Lachey were *soo super cute* together. I know it's a shame about the Middle East turmoil and all, but that breakup is still, like, the saddest thing ever."

Andy laughs again as I turn back toward my huge, walk-in closet, only about a third filled, and select a pair of jeans, leather flip-flops, and a vintage **Orange Crush** T-shirt.

"You think this is okay for dinner?" I say, slipping the shirt over my head and almost hoping that Andy will criticize my choice.

Instead, he kisses my nose and says, "Sure. You look super cute."

True to form, Ginny is dressed smartly in a crisp shift dress, strappy sandals, and pearls, and Margot is wearing an adorable pale blue

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any individual to avoid this violence is to remain at home or to depart from the area in which members of defendant associations are present."

To Buzzard's vast amusement, I couldn't explain what the document meant. (Nor, several weeks later, could a San Francisco lawyer who tried to interpret it for me.) As it turned out, the Madera County police couldn't explain it either, but their roadside translation was relatively clear: at the first sign of trouble, everybody on a motorcycle would be clapped in jail and denied bond.

Gut seemed more depressed than angry at this turn of events. "Just because I have a beard," he muttered, "they want to put me in jail. What's this country coming to?" I was trying to think of an answer when a Highway Patrol car drove up to within ten feet of where we were sitting. I hastily wrapped the court order around the can of beer I was drinking. The two cops just sat there and stared at us, a shotgun mounted in front of them on the dashboard. A high-pitched dispatcher's voice crackled urgently from their radio, telling of various Hell's Angels movements. "No arrests reported in Fresno . . . large groups on Highway Ninety-nine group of twenty stopped at roadblock west of Bass Lake . . ."

I made a point of talking to my tape recorder, hoping the sight of it would keep them from shooting all three of us if the radio suddenly ordered them to "take appropriate action." Gut slumped in his wooden chair, sipping an ~~Orange Crush~~ and staring off at the sky. Buzzard seemed to quiver with rage, but he kept himself under control. The surface resemblance between the two was striking: both tall, lean, dressed for the road, but neither looking particularly scrappy—beards trimmed, medium-long hair, and neither with any sign of weaponry or weird extras. Without the Hell's Angels' insignia they wouldn't have attracted any more attention than a couple of touring hipsters from L.A.

At that time, Gut was not technically a Hell's Angel. Several years earlier he had been one of the charter members of the Sacramento chapter—which, like the Frisco chapter, began with a distinctly bohemian flavor. Terry the Tramp was another charter member of the North Sac Angels. They had always got along well with Sacramento's beatnik ele-

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HIDE AND SEEK

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crawl and turned into the parking lot. She was trembling from head to foot.

"Harry wants to know where we are. He will come immediately."

"Spangle's Hot Dogs. It's a chain, so there's more than one in the District, but I can't see any street signs. Tell him there's a carpet store on the right and it looks like a junk discount store is on the left. That might help him pinpoint it. Ask him how long it will take."

"Ten minutes. Everything with Harry is ten minutes. It could be thirty or forty or it could be five minutes. It is the best I can do, Nikki. Go through the drive-thru and get me a hot dog and an Orange Crush."

"How can you eat at a time like this? Do you have any idea what they put in hot dogs?"

"No and I do not want to know. Harry loves hot dogs."

"Say no more," Nikki said as she steered the big SUV through the narrow drive-thru.

"We got away. We lost Maggie Spritzer. This is a good thing, isn't it, Nikki?"

"For the moment. I sure would like to know what tipped off Mitchell Riley. I can't believe how close we cut it." Nikki accepted her change and the bag containing the hot dogs and the two Orange Crushes. She handed one to Yoko and bit into her own hot dog. It was good. "Jack loves hot dogs, too," she said, just to have something to say.

"Perhaps a second car in the Mitchell driveway alerted the authorities," Yoko said. "It is Saturday and Mrs. Riley works in her shop on Saturdays. We show up and the routine the neighbors are used to

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KIPPY'S BROKEN COLLARBONE PROVIDED THE INROAD I needed. I was allowed to become her loyal, devoted servant, carrying her tray at supper, buying her textbooks, doing her laundry, rapping on Rochelle's door whenever Kippy needed to borrow the heating pad. She had forgotten to pack her soap dish; I gave her mine. "Mucus green, Dee?" she said. (By the second week, she'd started calling me Dee instead of Dolores.) I went back to the bookstore and bought her a shell-pink one like she'd left in New Jersey. Her medication made her thirsty. I'd wave away the change she offered whenever I returned from the basement soda machine with her ~~change~~. "Oh, go on—it's on me!" I'd insist, pushing away her quarters, trying as best I could to swallow back the panting and huffing that climbing those flights of stairs left me with. Instinct told me to hurry on these errands. If I gave her enough time, she might move out.

That first week, I went to more of Kippy's classes than my own, collecting semester schedules and first impressions. I reported back in the wisecracking way she had liked about my summer letters. For a role model, I used Juliet's old



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Derry/Later the Same Day

The glass corridor between the Children's Library and the adult library had exploded at 10:30 A.M. At 10:33, the rain stopped. It didn't taper off; it stopped all at once, as if Someone Up There had flicked a toggle switch. The wind had already begun to fall, and it fell so rapidly that people stared at each other with uneasy, superstitious faces. The sound was like the wind-down of a 747's engines after it has been safely parked at the gate. The sun peeked out for the first time at 10:47. By midafternoon the clouds had burned away entirely, and the day had come off fair and hot. By 3:30 P.M. the mercury in the ~~thermometer~~ thermometer outside the door of Secondhand Rose, Secondhand Clothes read eighty-three—the highest reading of the young season. People walked through the streets like zombies, not talking much. Their expressions were remarkably similar: a kind of stupid wonder that would have been funny if it was not also so frankly pitiable. By evening reporters from ABC, CBS, NBC, and CNN had arrived in Derry, and the network news reporters would bring some version of the truth home to most people; they would make it real . . . although there were those who might have suggested that reality is a highly untrustworthy concept, something perhaps no more solid than a piece of canvas stretched over an interlacing of cables like the strands of a spiderweb. The following morning Bryant Gumble and Willard Scott of the *Today* show would be in Derry. During the course of the program, Gumble would interview Andrew Keene. "Whole Standpipe just crashed over and rolled down the hill," Andrew said. "It was like wow. You know what I mean? Like Steven Spielberg eat your heart out, you know? Hey, I always got the idea looking at you on TV that you were, you know, a lot bigger." Seeing themselves and their neighbors on TV, that

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downs, which was fine except I am longer from my shoulders to my belly button than he is, and so spent the first five or six years of my life with my navel showing. His legs are longer than mine, so my momma had to hem my pants, or tried to. She may be a saint but she has no depth perception, and always left one leg shorter than the other. I am easy to find in our old black-and-white photos taken by my aunts and uncles. Just look for the little boy with the shining navel, who, even when he is standing on flat ground, looks like he is walking around the side of a hill.

I remember we scavenged the city dump at Jacksonville, and I was too little to be ashamed. We picked through the latest leavings, burrowed into mountains of trash, not for food, because it never got that bad, but for treasure. We came home with moldy, flat footballs, melted army men, radios that never made a sound. My momma looked for anything she could sell, copper wires, aluminum, Coke and ~~Orange Crush~~ and RC bottles, worth a penny. And I remember, with a clarity that I wish would fade, the smell of that stuff, that treasure. It is a sickly sweet smell laced with rot and smoke, because they burned trash back then, and often we had to race the flames to claim it. I have no doubt that this is what hell smells like.

It would be years before I was old enough to realize that the way we lived was somehow less than the way of other people, years before I began to chafe under it, until finally I was ashamed to bring friends into our house. It would be years before I had to duck my head when we went to the dump to burrow, and years before I knew that I was supposed to be ashamed that when a teacher called roll for lunch money, my name was never called. It was stamped "FREE." Welfare lunches.

You lose a lot in your memory, over so many years. But I distinctly remember before I was old enough to cover myself in what my mother





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Three black limousines pulled up to an apartment complex in Washington, DC, and Brian Dellow jumped out of the lead car, wearing a black tuxedo, his hands filled with jewelry, a shaving kit, and a gun.

Waiting for Brian was Ralph Wunder, the owner of the limousine company, who received a frantic call from Brian just minutes earlier, asking if the group could stop by to drop something off.

"Ralph, don't you live a couple of blocks from the Kennedy Center?" said Brian. "Sammy's packing a gun and we found out we have to pass through metal detectors and have to drop off some stuff."

Ralph exited the lobby and walked to the car to meet Brian. In his hands were jewelry, including gaudy gold nuggets, diamond rings, and a gold watch given to Sammy by Frank Sinatra. Along with the jewelry exchange came Sammy's shaving kit, which contained a flask filled with ~~Orange Crush~~ soda and rum.

"I thought he stopped drinking?" Ralph whispered.

"He did," said Brian, winking his eye.

Ralph also took the handgun.

"Sammy's always packing," said Brian.

The limos were soon on their way, and the entourage was escorted into the White House for their meeting with President Ronald Reagan. Sammy was being honored as a recipient of a 1987 Kennedy Center Honor, which recognized him for his lifetime of contributions to American culture. Other 1987 honorees included


He said you two would ride out on bicycles. Where should he be now? You know where he is?'
'No, ma'am,' Mick said again.

12

NOW THAT the days were hot again the Sunny Dixie Show was always crowded. The March wind quieted. Trees were thick with their foliage of ocherous green. The sky was a cloudless blue and the rays of the sun grew stronger. The air was sultry. Jake Blount hated this weather. He thought dizzily of the long, burning summer months ahead. He did not feel well. Recently a headache had begun to trouble him constantly. He had gained weight so that his stomach developed a little pouch. He had to leave the top button of his trousers undone. He knew that this was alcoholic fat, but he kept on drinking. Liquor helped the ache in his head. He had only to take one small glass to make it better. Nowadays one glass was the same to him as a quart. It was not the liquor of the moment that gave him the kick—but the reaction of the first swallow to all the alcohol which had saturated his blood during these last months. A spoonful of beer would help the throbbing in his head, but a quart of whiskey could not make him drunk.

He cut out liquor entirely. For several days he drank only water and **Orange Crush**. The pain was like a crawling worm in his head. He worked wearily during the long afternoons and eve-


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children. Deirdre wasn't keen."

"And what do you do? I mean, what do you work at?"

"Commercial traveler. Pharmaceuticals. The job takes me away a lot, around the country, abroad too--the odd occasion to Switzerland, when there's to be a meeting at head office. I suppose that was part of the trouble, me being away so much--that, and her not wanting kids." Here it comes, Quirke thought, the trouble. But Billy only said, "I suppose she was lonely. She never complained, though." He looked up at Quirke suddenly and as if challengingly. "She never complained--never!"

He went on talking about her then, what she was like, what she did. The haunted look in his face grew more intense, and his eyes darted this way and that with an odd, hindered urgency, as if he wanted them to light on something that kept on not being there. The waitress brought Quirke's tea. He drank it black, scalding his tongue. He produced his cigarette case. "So tell me," he said, "what was it you wanted to see me about?"

Once more Billy lowered those pale lashes and gazed at the sugar bowl. A mottled tide of color swelled upwards from his collar and slowly suffused his face to the hairline and beyond, he was, Quirke realized, blushing. He nodded mutely, sucking in a deep breath.

"I wanted to ask you a favor."

Quirke waited. The room was steadily filling with the lunchtime crowd and the noise had risen to a medleyed roar. Waitresses skimmed among the tables bearing brown trays piled with plates of food--sausage and mash, fish and chips, steaming mugs of tea and glasses of **Orange Crush**. Quirke offered the cigarette case open on

sentimentally heartless as the next boy, but I can still see the gorse, I can smell the buttery perfume of its blossoms. I can recall the exact shade of those brown speckles, so like the ones on Avril's pallid cheeks and on the saddle of her nose. I have carried the memory of that moment through a whole half century, as if it were the emblem of something final, precious and irretrievable.

Anna leaning sideways from the hospital bed, vomiting on to the floor, her burning brow pressed in my palm, full and frail as an ostrich egg.

I am in the Strand Café, with Chloe, after the pictures and that memorable kiss. We sat at a plastic table drinking our favourite drink, a tall glass of fizzy orange crush with a dollop of vanilla ice cream floating in it. Remarkable the clarity with which, when I concentrate, I can see us there. Really, one might almost live one's life over, if only one could make a sufficient effort of recollection. Our table was near the open doorway from which a fat slab of sunlight lay fallen at our feet. Now and then a breeze from outside would wander in absent-mindedly, strewing a whisper of fine sand across the floor, or bringing with it an empty sweet-paper that advanced and stopped and advanced again, making a scraping sound. There was hardly anyone else in the place, some boys, or young men, rather, in a corner at the back playing cards, and behind the counter the proprietor's wife, a large, sandy-haired, not unhandsome woman, gazing off



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struggling to escape their gooey grave. "Wait here," I whispered.

I went inside to make sure Daddy wasn't home, and drunk. When the coast was clear, I returned to get my friend. She was gone. Ashamed, I stood in the doorway and saw where we lived through Linda's eyes.

Thursday was payday at Werman's Shoe. Every Thursday, Bobby and I would walk to the factory yard and wait for the screech of the noon whistle. A few minutes later, high up in the brick building, a window would open and Mommy would appear. Smiling, she'd release her signed paycheck to us and I would watch that piece of paper fall, end over end, to the ground. Bobby and I would both try to guess where the check would land so that we'd be the one to catch it. Once we had the check in hand, we'd dance in a circle and sing: *A treat! A treat! We eat! We eat!* I'd look up at Mommy, tiny in the big mill window, and catch the kiss she blew down before the window closed.

Some Thursdays, with Mommy's permission, we brought her paycheck to Cip's Grinder Shop. There were "grinder wars" in Norwich—D'Elia's versus Cip's versus Romano's—and Cip's was the best. Bobby and I would enter the store, inhaling the fragrance of meats, cheeses, and olive oil. Mrs. Cipriani would cash Mommy's check, cautioning us as she counted the bills into Bobby's hand not to lose the money our mother had worked so hard to earn. We'd buy grinders and ~~Orange Crush~~ soda for supper, and if Bobby had any extra money from his paper route, he'd buy a *Superman* comic for himself and a *Casper the Ghost* for me.

I was at my happiest and hungriest at those moments, the new, unread comic book gripped tightly in my fist and my mouth salivating in anticipation of a Cip's meatball grinder washed down with ~~Orange Crush~~.

I'm sitting on the steps out front sucking a grape Popsicle. It's melting fast the sticky juice running between my fingers. I take a bite letting the cola sweetness thaw on my tongue.

I'm playing the game I play when I wait for Mommy to come home.

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The softness of her skin, the warmth of the down comforter, the leaves moving softly above them . . .

He was asleep in two minutes.

He drove to the country to see the ninety-year-old preacher he'd hooked up with Homeless Hobbes and the residents of Little Mitford Creek.

Every Wednesday night, in clement weather, Homeless cooked a vast pot of soup and fed any who would come to his one-room shack on the creek bank. Homeless's broader concern for their spiritual feeding had moved the rector to ask Absalom Greer to preach a summer meeting, his last call before retiring from his "little handfuls" at three mountain churches.

The old parson had willingly gone into the desperately impoverished area, where alcohol, drugs, and violence had eaten into the Creek like cancer.

"I quit!" said Absalom Greer, opening a cold bottle of **Orange Crush** and passing it to the rector.

"I hate to hear it," said Father Tim.

"Every time I try to get loose of preachin' there's somebody who hates to hear it, and so I fall to doing it again, goin' like a circle saw. But this is it, my brother, as far as churches and camp meets go. The Lord paid me off, showed me the gate, and told me to trot."

The two men sat by the ancient soft-drink box in Absalom Greer's country store, twelve miles from Mitford. Among the comforts of this life, the rector once said, was sitting in Greer's Store in the late afternoon, with the winter sun slanting across heart-of-pine floors laid nearly a century ago.

"I'll do my preaching from the drink box, from here on out.

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Cantonese, Mandarin, and the Foshan dialect, which is very different from the pure Cantonese spoken only twenty-eight miles away. He carries a beeper and gets calls every few minutes, only half of which he answers. He introduces me to our driver, Xuem, a disheveled, quiet man. We have a little yellow van—more like an aluminum can laid on its side than a solid automobile. We honk our way through town and get on the Guong Fo Expressway, the first toll road of its kind in South China. Only a few years ago it took three hours to travel from Guangzhou to Foshan. Now it's barely a half hour on a highway nearly deserted except for a few vans and trucks.



Along the way, Chen Mou, who says he wants to be called "Tony," points out the sights of the countryside. He gestures to the stands of trees that mark the streams, dikes, and small dams that provide water throughout the province. "You see that small tree that looks like a mushroom?" he asks. "That's a lichee tree." When we pass a graveyard dotting a hillside, Chen Mou says, "Both businessmen and peasants wish to be buried on a hill to gain the benefits of *feng shui* in hopes of bringing prosperity to themselves and their families. I am always conscious of *feng shui*. As a tour guide I hope for smoothness and safety for my guests."

Chen Mou is originally from Shenzhen, an economic zone where families are allotted more space than in the southern capital of Guangzhou, where an entire household is lucky to get a bedroom and a sitting room. Although Chen Mou now lives in a dormitory for single men in Guangzhou, he explains that both Shenzhen and Foshan offer more beautiful settings and smaller populations. In Foshan the average family can have a sitting room and two bedrooms. Chen Mou adds that he's never wanted to leave China, but that many of his friends have escaped. "They walk or take the train to Shenzhen, then float in tube down the Pearl River to Hong Kong."

Off the expressway, we're in bumper-to-bumper traffic bound for Foshan's city center. Billboards line the road, advertising countless capitalist products—dinette sets, washing machines, bedroom sets, nuts and bolts, power tools, face cream, portable computers, loudspeakers. Canvas-colored trucks lumber past. Flatbeds weighed down with dirt or gravel grind their gears. Bicyclists pedal through the dust and exhaust, loaded with their own wares—baskets stuffed with fresh produce, cases of Orange Crush, a side of raw meat strapped to a back wheel.

Along the shoulder lies a dirt area about twenty feet wide, stacked

GRAVEYARD SHIFT

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Two A.M., Friday.

Hall was sitting on the bench by the elevator, the only place on the third floor where a working joe could catch a smoke, when Warwick came up. He wasn't happy to see Warwick. The foreman wasn't supposed to show up on three during the graveyard shift; he was supposed to stay down in his office in the basement drinking coffee from the urn that stood on the corner of his desk. Besides, it was hot.

It was the hottest June on record in Gates Falls, and the ~~Orange Crush~~ thermometer which was also by the elevator had once rested at 94 degrees at three in the morning. God only knew what kind of hellhole the mill was on the three-to-eleven shift.

Hall worked the picker machine, a balky gadget manufactured by a defunct Cleveland firm in 1934. He had only been working in the mill since April, which meant he was still making minimum \$1.78 an hour, which was still all right. No wife, no steady girl, no alimony. He was a drifter, and during the last three years he had moved on his thumb from Berkeley (college student) to Lake Tahoe (busboy) to Galveston (stevedore) to Miami (short-order cook) to Wheeling (taxi driver and dish-washer) to Gates Falls, Maine (picker-machine operator). He didn't figure on moving again until the snow fell. He was a

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suit that fit her like a sack, and Enoch had watched her with pleasure on several occasions. He moved from the clearing up a slope to some abelia bushes. There was a nice tunnel under them and he crawled into it until he came to a slightly wider place where he was accustomed to sit. He settled himself and adjusted the abelia so that he could see through it properly. His face was always very red in the bushes. Anyone who parted the abelia sprigs at just that place, would think he saw a devil and would fall down the slope and into the pool. The woman and the two little boys entered the bath house.

Enoch never went immediately to the dark secret center of the park. That was the peak of the afternoon. The other things he did built up to it. When he left the bushes, he would go to the FROSTY BOTTLE, a hotdog stand in the shape of an ~~Orange Crush~~ with frost painted in blue around the top of it. Here he would have a chocolate malted milkshake and would make some suggestive remarks to the waitress, whom he believed to be secretly in love with him. After that he would go to see the animals. They were in a long set of steel cages like Alcatraz Penitentiary in the movies. The cages were electrically heated in the winter and air-conditioned in the summer and there were six men hired to wait on the animals and feed them T-bone steaks. The animals didn't do anything but lie around. Enoch watched them every day, full of awe and hate. Then he

TWENTY-FOUR

The Varsity
North Avenue
Atlanta, Georgia
Twenty Minutes Later



The Varsity, just across I-85/75 from the Tech campus, had been an Atlanta institution for over seventy years. It boasted—truthfully, Lang guessed—the world's largest drive-in eatery, the world's best hot dogs, and the world's highest volume of Coca-Cola sales. It chose not to brag about its equally artery-clogging onion rings, milk shakes, and unique fried apple and peach pies. Its aroma reached for blocks and was a siren song luring the unwary onto the rocks of congestive heart failure.

Lang did not entirely dismiss the urban legend of a tunnel under the place leading directly to the nearest cardiovascular surgery center. Still, he hadn't been there for years. He rationalized that the cholesterol bomb he was consuming would do little harm as long as it was infrequent.

Besides, the earth had no better chili dog or Varsity Orange, a combination of ~~Orange Crush~~ and ice cream.

He and Morse had elected to leave their cars and were seated in one of several rooms featuring student lecture hall desks and a ceiling-mounted TV tuned to a local sta-



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
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

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tell you what somebody told me once. 'You can't make anyone love you and you can't keep anyone from dying.' "

He stared at me, his dark eyes nearly luminous. There was a silence while he digested that. He shook his head. "Here's what I say. Somebody don't love me? They die."

At eight forty-five, our dinner arrived in six white cartons, complete with tiny flat plastic pillows of soy sauce and Chinese mustard strong enough to cause a nosebleed. I forked up my food with the voracious appetite generated by second-hand marijuana smoke, which was probably fortunate under the circumstances as the dishes themselves seemed remarkably similar. All of them were tossed together in a flurry of bok choy and bamboo shoots, one smothered in a sauce that looked like  thickened with cornstarch. Both Raymond and I made little snuffling noises as we ate, polishing off everything except a golf-ball-size clot of steamed rice. The strip of paper in my fortune cookie read, "Your sunny disposition brightens everything around you." Raymond's read, "No two roads ever look alike," which made no sense whatever. He seemed to think it was profound, but by then the whites of his eyes had turned pink and he'd started eating a dope-inspired snack that he had devised—grape jelly scooped up with stale corn chips. I went to bed, but before I turned off the light, I took out the stolen bridal photo and took one more look. Who was this woman? I knew it would come to me. Her identity might also turn out to be unrelated to the investigation, but I didn't think so.

I settled down for the night on my lumpy couch. I longed to be at home in the safety of my own bed. I could feel  at the base of my spine. There was an 

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There's silence as the old men think of the people from upstate New York, or maybe of their own failing organs and sensory equipment. In the dimness behind the stove, oil gurgles. Somewhere beyond it, a shutter claps heavily back and forth in the restless autumn air.

"There's a new wing going up on it, all right," Gary says. He speaks quietly but emphatically, as if one of the others has contradicted this statement. "I saw it comin down the River Road. Most of the framing's already done. Damn thing looks like it wants to be a hundred feet long and thirty feet wide. Never noticed it before. Nice maple, looks like. Where does anybody get nice maple like that in this day n age?"

No one answers. No one knows.

At last, very tentatively, Paul Corliss says, "Sure you're not thinking of another house, Gary? Could be you—"

"Could be *shit*," Gary says, just as quietly but even more forcefully. "It's the Newall place, a new wing on the Newall place, already framed up, and if you still got doubts, just step outside and have a look for yourself."

With that said, there is nothing left to say—they believe him. Neither Paul nor anyone else rushes outside to crane up at the new wing being added to the Newall house, however. They consider it a matter of some importance, and thus nothing to hurry over. More time passes—Harley McKissick has reflected more than once that if time was pulpwood, they'd all be rich. Paul goes to the old water-cooled soft-drink chest and gets an ~~orange crush~~. He gives Harley sixty cents and Harley rings up the purchase. When he slams the cash-drawer shut again, he realizes the atmosphere in the store has changed somehow. There are other matters to discuss.

Lenny Partridge coughs, winces, presses his hands lightly against his chest where the broken ribs have never really healed.

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of the pioneers of the modern "psychological" short story as we now generally understand it, Henry James (famously derided by critic Maxwell Geismar as merely "a major entertainer"), wrote so many out-and-out ghost stories that they fill an entire book. "Genre" short stories were published not only by the unabashedly entertaining pulps, which gave us Hammett, Chandler, and Lovecraft among a very few other writers now enshrined more or less safely in the canon, but also in the great "slick" magazines of the time—the *Nation*, *Evening Post*, *Esquire*, *Collier's*, *Liberty*, and even the *New Yorker*, that proud bastion of the moment-of-truth story that has only recently, and not without controversy, made room in its august confines for the likes of Stephen King.

Over the course of the twentieth century the desire of writers and critics alike to strip away the sticky compound of **Orange Crush** and Raisinets that encrusts the idea of entertainment, and thus of literature as entertainment, radically reduced our understanding of the kinds of short stories that belong in prestigious magazines or yearly anthologies of the best American short stories. Thanks to the heavy reliance of the new mass media (film, then radio and TV) on adapting and exploiting the more plot-centered literary genres—from *Star Wars* to *Pirates of the Caribbean*, every blockbuster summer film of the past twenty years, almost without exception, fits safely into one or another of the old standby categories—"genre" absorbed the fatal stain of entertainment. Writers—among them some of our finest—kept turning out short stories of post-apocalypse America or Arizona



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sure, noses pressed against glass, breath misting the crystal vault.

Moments later, down the middle of the street they ran and soon stood on the edge of the ravine with the pop and candy.

Once they were all assembled, Doug nodded again and they started the trek down into the ravine. Above them, on the other side, stood the looming homes of the old men, casting dark shadows into the bright day. And above those, Doug saw, as he shielded his eyes, was the hulking carapace of the haunted house.

"I brought you here on purpose," said Doug.

Tom winked at him as he flipped the lid off his pop.

"You must learn to resist, so you can fight the good fight. Now," he cried, holding his bottle out. "Don't look so surprised. Pour!"

"My gosh!" Charlie Woodman slapped his brow. "That's good root beer, Doug. Mine's good **Orange Crush!**"

Doug turned his bottle upside down. The root

ONE DOOR AWAY FROM HEAVEN 399

prairie, like a nuclear-powered battle wagon on a medium-gravity moon.

In the lounge, Cass relaxes on a sofa that backs up to the port flank of the motor home, directly behind the driver's seat. The dog lies beside her, chin resting on her thigh, blissfully assuming a right of continuous cuddling, and having that assumption rewarded.

At the sisters' gentle insistence, Curtis occupies the copilot's chair, which boasts various power features, including one that turns it away from the road, toward the driver. Having powered the seat to port, he can see both women.

Although wearing only the beach-towel sarong, he's no longer self-conscious. He feels quite Polynesian, like Bing Crosby in *The Road to Bali*.

Instead of chunks of coconut or a bowl of poi, instead of the shredded flesh of a wild pig spiced with eel tongue, he has his own bag of cheese-flavored popcorn and a can of ~~orange crush~~ though he had asked for a beer.

Better still, he's blessed by the company of the Spelkenfelter sisters, Castoria and Polluxia. He finds the details of their lives to be unlike anything he knows from films or books.

They were born and raised in a bucolic town in Indiana, which Polly calls "a long yawn of bricks and boards." According to Cass, the most exciting pastimes the area offers are watching cows graze, watching chickens peck, and watching hogs sleep, although Curtis can perceive no entertainment value in two of these three activities.

Their father, Sidney Spelkenfelter, is a professor of Greek and Roman history at a private college, and his wife, Imogene, teaches art history. Sidney and Imogene are kind

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harsh Fresno sun. When Mother found out, she whipped my brother from one corner of the backyard to the other while I watched from the bedroom window. I adjusted my smoke-tinted glasses and sipped from my Tupperware cup of Kool-Aid. That night in our bunk beds, my brother promised to get me back. I laughed at my brother, but in the dark of poor vision I was scared. The next day I returned to the playground to finish my toilet-roll pencil holder and start on a planter. From the garbage I had pulled a Campbell's soup can, splashed it with peat moss, and painted it red. I glued on bottle caps I had dug out with a spoon from a gas station Coke machine: one row of Coca-Cola caps, then a row of  and finally one of Dr Pepper. When I finished with this detail, I packed dirt into the can, poked in two pinto beans, and watered them carefully so the bottle caps wouldn't get wet and fall off.

I was pleased with my planter. When Mother came home that afternoon from candling eggs for Safeway, I took her by the hand to the backyard to show her. "Very pretty," she said, her face unmoved. I showed my baby brother whom I had to boost into my arms. My sister seemed mildly inter-

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The Green Island



wiping blood from his face with his glove and looked surprised, disbelieving, *his* blood?—like he'd never seen it before.

Between the rounds Mr. Stevick bought Coke and ~~orange crush~~ for them and beer for himself—all the relatives were drinking beer, even the women—and wiped Enid's face and asked *was she okay* but forgot her at once, wiping his own face which was gleaming with sweat. He'd taken off his coat, undone his shirt collar. The air in the Armory was hot and close smelling of spilled beer, French fries, smoke—an oily smell too like lotion. "What did I tell you, Lyle!" one of the Pauleys shouted over. Mr. Stevick grinned and made a sign with his thumb and forefinger, shouting back, "What did I tell *you*!"

Most of the relatives had made bets on the fight but Mr. Stevick was close-mouthed, whether *he* had or not.

When the new round began Felix rushed his opponent at once. Gave him no rest and no chance to clinch or slow the fight down—you could see the man was tired now, breathing through his mouth. But Felix was hot, Felix looked as if he'd just begun, could fight all night, nerved up and exuberant and posturing for the crowd at whom he never looked. There was an exchange of blows—lightning-quick—then a powerful left uppercut of Felix's in a tight short arc and suddenly Watkins was back against the ropes as if trying to grab hold, awkwardly, clumsily, on his way down but he couldn't fall, unable to protect himself against the punches raining upon him, head, midriff, ribs, jaw, until at last Felix on his toes balanced just right struck him a left hook, lifting his chin from beneath, shaking free a rainbow of moisture, a flying skein of blood—and the man slipped free of the ropes, his knees gave way beneath him, and he was down, down on his face, the kind of fall that meant it was all over and the referee began his count methodical and final but Watkins wasn't going to get up—the fight was over and Felix Stevick was already dancing about the ring raising his gloves in triumph. And now the Armory did go wild.


Amid the din a bell was ringing signaling the end—like the bell on the altar during mass, Enid was thinking. You feel it go through you.

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It was the ideal place on sad red Sundays... We drove, with Ma and Nin, in the old '34 Plymouth, over the Moody Street Bridge, over the rocks of eternity, and down Merri-mac Street, in parlous solitudes of the Sabbath, past the church St. Jean Baptiste, which on Sunday afternoons seems to swell in size, past City Hall, to Kearney Square, Sunday standers, remnants of the little girl gangs who went to shows in new ribbons and pink coats and are now enjoying the last red hours of the show-day in the center of the city redbrick Solitudes, by the Paige Clock showing Bleak Time,—to the snaky scrolls and *beansprouts* of the Chinese dark interior rich heartbreaking family booth in the restaurant, where I always felt so humble and contrite... the nice smiling Chinese men would really serve us that food of the smell so savory hung in the linoleum carpet hall downstairs.

2

THE VERY SKELETAL of the tale's beginning— The Paquins lived across on Sarah in a Golden Brown House, a 2-story tenement but with fat owl-porches (piazzas, galleries) and purty gingerbread eaves and Screens on the porches making a dark Within... for long fly-less afternoons with ~~orange crush~~... Paquin brothers were Beef and Robert, Big Beef of the ass-waddling down the street, Robert was

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Query: Mark Name contains all words: CRUSH
and Party Name contains all words: DR PEPPER
and Proceeding Status is: ALL
Number of results: 13

Proceeding Filing Date	Defendant(s), Property(ies)	Plaintiff(s), Property(ies)
<u>77393921</u> 07/21/2008	<u>Preferred Beverage Associates, LLC</u> Mark: BLUE CRUSH S#: <u>77393921</u>	<u>Dr Pepper/Seven Up, Inc.</u>
<u>91180742</u> 11/12/2007	<u>Krush Global Limited</u> Mark: CRUSSH S#: <u>79033050</u>	<u>Dr Pepper/Seven Up, Inc.</u> Mark: CRUSH S#: <u>71156594</u> R#: <u>187791</u> Mark: ORANGE CRUSH S#: <u>72038378</u> R#: <u>683361</u> Mark: CRUSH S#: <u>73592383</u> R#: <u>1424931</u> Mark: CRUSH S#: <u>75639221</u> R#: <u>2418265</u> Mark: CRUSH S#: <u>75576146</u> R#: <u>2536979</u> Mark: CRUSH S#: <u>78314308</u> R#: <u>2895772</u> Mark: CRUSH S#: <u>78928155</u> R#: <u>3209282</u>
<u>92048446</u> 11/12/2007	<u>KRUSH GLOBAL LIMITED</u> Mark: CRUSSH S#: <u>79030220</u> R#: <u>3275548</u>	<u>Dr Pepper/Seven Up, Inc.</u> Mark: ORANGE CRUSH S#: <u>72038378</u> R#: <u>683361</u> Mark: CRUSH S#: <u>73592383</u> R#: <u>1424931</u> Mark: CRUSH S#: <u>75639221</u> R#: <u>2418265</u> Mark: CRUSH S#: <u>75576146</u> R#: <u>2536979</u> Mark: CRUSH S#: <u>78314308</u> R#: <u>2895772</u> Mark: CRUSH S#: <u>78928155</u> R#: <u>3209282</u> Mark: CRUSH S#: <u>71156594</u> R#: <u>187791</u>
<u>91176136</u> 03/12/2007	<u>Crush Entertainment, Inc.</u> Mark: CRUSH S#: <u>78806994</u>	<u>Dr Pepper/Seven Up, Inc.</u>
<u>91174161</u> 11/22/2006	<u>DA BOMB PRODUCTS, INC.</u> Mark: ORANGE CRUSH S#: <u>76614831</u>	<u>Dr Pepper/Seven Up, Inc.</u>
<u>78806994</u> 10/24/2006	<u>Crush Entertainment, Inc.</u> Mark: CRUSH S#: <u>78806994</u>	<u>Dr Pepper/Seven Up, Inc.</u>
<u>76614831</u> 09/20/2006	<u>DA BOMB PRODUCTS, INC.</u> Mark: ORANGE CRUSH S#: <u>76614831</u>	<u>Dr Pepper/Seven Up, Inc.</u>
<u>76606938</u> 07/13/2006	<u>Intertex Apparel Ltd.</u> Mark: PINK CRUSH S#: <u>76606938</u>	<u>Dr Pepper/Seven Up, Inc.</u>
<u>78727128</u> 07/13/2006	<u>Awake, Inc.</u> Mark: COLD CRUSH S#: <u>78727128</u>	<u>Dr Pepper/Seven Up, Inc.</u>
<u>78730975</u> 07/13/2006	<u>Asian Pacific Venture Capital</u> Mark: WHITE CRUSH S#: <u>78730975</u>	<u>Dr Pepper/Seven Up, Inc.</u>
<u>91171567</u> 06/27/2006	<u>EZAKI GLICO KABUSHIKI KAISHA</u> Mark: CRUSH S#: <u>76636421</u>	<u>Dr. Pepper/Seven Up, Inc.</u>
<u>78671960</u> 06/05/2006	<u>Republic Promotion Co</u> Mark: CRUSH S#: <u>78671960</u>	<u>Dr Pepper/Seven Up, Inc.</u>

91170704 KEE Actions Sports I LLC, by change of
05/01/2006 name from AJ Acquisition I LLC

Mark: CRUSH **S#:**78470702

Mark: KRUSH **S#:**78470703

Dr. Pepper/Seven UP, Inc. substituted for
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91170704 05/01/2006	<u>KEE Actions Sports I LLC, by change of name from AJ Acquisition I LLC</u> Mark: CRUSH S#: 78470702 Mark: KRUSH S#: 78470703	<u>Dr. Pepper/Seven UP, Inc. substituted for Cadbury Beverages B.V.</u>
78652034 03/21/2006	<u>Capitol City Restaurants, Inc.</u> Mark: CRUSH 29 S#: 78652034	<u>Cadbury Beverages B.V.</u>
76636421 03/14/2006	<u>EZAKI GLICO KABUSHIKI KAISHA</u> Mark: CRUSH S#: 76636421	<u>Cadbury Beverages B.V.</u> <u>Cadbury Beverages B.V.</u>
78470702 12/06/2005	<u>National Paintball Supply, Inc.</u> Mark: CRUSH S#: 78470702	<u>Cadbury Beverages B.V.</u> <u>CADBURY BEVERAGES B.V.</u>
78427453 11/02/2005	<u>DOLCE FOOD CORPORATION</u> Mark: CHOCOLATE ALMOND CRUSH ICE CREAM S#: 78427453	<u>Cadbury Beverages B.V.</u>
91166110 08/02/2005	<u>AMIR INC.</u> Mark: ORANGE CRUSH S#: 76115910	<u>CADBURY BEVERAGES B.V.</u> Mark: ORANGE CRUSH S#: 72038378 R#: 683361
76115910 05/02/2005	<u>AMIR INC.</u> Mark: ORANGE CRUSH S#: 76115910	<u>Cadbury Beverages B.V.</u> <u>CADBURY BEVERAGES B.V.</u> Mark: ORANGE CRUSH S#: 72038378 R#: 683361
78318485 07/27/2004	<u>The Wine Group LLC</u> Mark: FIRST CRUSH S#: 78318485	<u>Cadbury Beverages B.V.</u>
78123313 04/08/2004	<u>Sunrise Incorporated</u> Mark: CRUSH GEAR S#: 78123313	<u>Cadbury Beverages B.V.</u>
91118295 04/14/2000	<u>WINZONE CORPORATION</u> Mark: ORANGE RUSH S#: 75558538	<u>CADBURY BEVERAGES B.V.</u> Mark: ORANGE CRUSH S#: 72038378 R#: 683361
91115209 09/03/1999	<u>CHUPA CHUPS USA</u> Mark: FRUIT CRUSH S#: 75317686	<u>CADBURY BEVERAGES B.V.</u> Mark: CRUSH S#: 74597113 R#: 1939670
92029352 09/03/1999	<u>FAVORITE BRANDS INTERNATIONAL, INC.</u> Mark: CHERRY CRUSH S#: 71138812 R#: 142656	<u>CADBURY BEVERAGES B.V.</u> Mark: CRUSH S#: 75576146 R#: 2536979
92025626 09/20/1996	<u>CADBURY BEVERAGES B.V. COMPANY</u> Mark: CRUSH S#: 73592383 R#: 1424931	<u>CRUSH INNOVATIVE SPORTS SYSTEMS, INC.</u>

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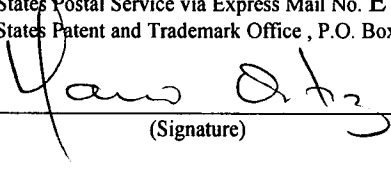
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